

**BHARATHIAR UNIVERSITY, COIMBATORE-641 046**

(For the students admitted from the academic year 2017-18 and onwards)

**SCHEME OF EXAMINATIONS – CBCS Pattern  
B.B.A. (Bachelor of Business Administration)**

| Part                 | Study Components   | Course Title | Ins. Hrs /<br>Week | Examinations |     |       | Credits |                |
|----------------------|--|--------------|--------------------|--------------|-----|-------|---------|----------------|
|                      |  |              |                    | Dur.<br>Hrs. | CIA | Marks |         | Total<br>Marks |
| <b>SEMESTER –I</b>   |  |              |                    |              |     |       |         |                |
| I                    | Language-I   |              | 6                  | 3            | 25  | 75    | 100     | 4              |
| II                   | English-I  |              | 6                  | 3            | 25  | 75    | 100     | 4              |
| III                  | Core I – Principles of Management  |              | 5                  | 3            | 25  | 75    | 100     | 4              |
| III                  | Core II –Basics of Business and Business Environment   |              | 5                  | 3            | 20  | 55    | 75      | 3              |
| III                  | Allied Paper I – Mathematics for Management-I  |              | 6                  | 3            | 25  | 75    | 100     | 4              |
| IV                   | Environmental Studies #  |              | 2                  | -            | -   | 50    | 50      | 2              |
| <b>SEMESTER –II</b>  |  |              |                    |              |     |       |         |                |
| I                    | Language-II  |              | 6                  | 3            | 25  | 75    | 100     | 4              |
| II                   | English-II   |              | 6                  | 3            | 25  | 75    | 100     | 4              |
| III                  | Core III – Organizational Behavior   |              | 5                  | 3            | 20  | 55    | 75      | 3              |
| III                  | Core IV – Economics for Executives   |              | 6                  | 3            | 25  | 75    | 100     | 4              |
| III                  | Allied Paper II – Mathematics for Management-II  |              | 5                  | 3            | 25  | 75    | 100     | 4              |
| IV                   | Value Education – Human Rights #   |              | 2                  | -            | -   | 50    | 50      | 2              |
| <b>SEMESTER –III</b> |  |              |                    |              |     |       |         |                |
| III                  | Core V – Financial Accounting  |              | 5                  | 3            | 25  | 75    | 100     | 4              |
| III                  | Core VI – Production and Material Management   |              | 5                  | 3            | 25  | 75    | 100     | 4              |
| III                  | Core VII – Marketing Management  |              | 5                  | 3            | 25  | 75    | 100     | 4              |
| III                  | Core VIII - PC Software (MS Office ) – Practical   |              | 5                  | 3            | 30  | 45    | 75      | 3              |
| III                  | Allied : III – Business Law  |              | 5                  | 3            | 25  | 75    | 100     | 4              |
| IV                   | Skill based Subject-1 :Communication Skills I ^  |              | 3                  | 3            | 30  | 45    | 75      | 3              |
| IV                   | Tamil @ /Advanced Tamil # (or) Non-major elective-I<br>Yoga for Human Excellence # / Women’s Rights #<br>Constitution of India # |              | 2                  | -            | 50  |       | 50      | 2              |
| <b>SEMESTER –IV</b>  |  |              |                    |              |     |       |         |                |
| III                  | Core IX - Human Resource Management  |              | 5                  | 3            | 25  | 75    | 100     | 4              |
| III                  | Core X – Financial Management  |              | 5                  | 3            | 25  | 75    | 100     | 4              |
| III                  | Core XI – Financial Accounting Package – Tally<br>(Practical only)   |              | 5                  | 3            | 30  | 45    | 75      | 3              |
| III                  | Core XII –Management Information System  |              | 5                  | 3            | 25  | 75    | 100     | 4              |
| III                  | Allied : IV– Taxation Law and Practice   |              | 5                  | 3            | 25  | 75    | 100     | 4              |
| IV                   | Skill based Subject-2 : Communication Skills II ^  |              | 3                  | 3            | 30  | 45    | 75      | 3              |
| IV                   | Tamil @ / Advanced Tamil # (or)<br>Non-major elective-II : General Awareness #   |              | 2                  | -            | 50  |       | 50      | 2              |

**B.B.A (Bachelor of Business Administration)**

| <b>SEMESTER –V</b>  |  |   |   |    |    |             |            |
|---------------------|--|---|---|----|----|-------------|------------|
| III                 | Core XIII – Cost & Management Accounting                   | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XIV – Research Methods for Management                 | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XV - Advertising and Sales Promotion                  | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XVI – Business Correspondence                         | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Skill Enhancer: Institutional Training ^                   | - | - | 10 | 40 | 50          | 2          |
| III                 | Elective –I :  | 5 | 3 | 25 | 75 | 100         | 4          |
| IV                  | Skill based Subject –3 : Campus to Corporate ^             | 3 | 3 | 30 | 45 | 75          | 3          |
| <b>SEMESTER –VI</b> |  |   |   |    |    |             |            |
| III                 | Core XVII – Entrepreneurship and Small Business Management | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XVIII - Investment Management                         | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XIX – Services Marketing                              | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | Elective –II :   | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | Elective –III :  | 5 | 3 | 25 | 75 | 100         | 4          |
| IV                  | Skill based Subject –4 : Soft Skills for Business ^        | 3 | 3 | 30 | 45 | 75          | 3          |
| V                   | Extension Activities @                                     | - | - | 50 | -  | 50          | 2          |
|                     | <b>TOTAL</b>   | - | - | -  | -  | <b>3500</b> | <b>140</b> |

^ Refer the detailed note on this curricular aspect

@ No University Examinations. Only Continuous Internal Assessment (CIA)  
University Examination – Refer the detailed note on this curricular component.

# No Continuous Internal Assessment (CIA).Only University Examinations.

| <b>List of Elective papers (Colleges can choose any one of the paper as electives)</b> |          |                                      |
|--|----------|--------------------------------------|
| Elective – I   | <b>A</b> | Intellectual Property Rights.        |
|  | <b>B</b> | Modern Office Management             |
|  | <b>C</b> | Company Law and Secretarial Practice |
|  | <b>D</b> | Customer Relationship Management     |
| Elective – II  | <b>A</b> | Banking Law and Practice             |
|  | <b>B</b> | Industrial Relations and Labour Laws |
|  | <b>C</b> | Insurance Principles and Practice    |
|  | <b>D</b> | Consumer Behaviour                   |
| Elective - III   | <b>A</b> | E-Commerce                           |
|  | <b>B</b> | Project Work & Viva-Voce             |
|  | <b>C</b> | Financial Services                   |
|  | <b>D</b> | Global Business Management           |

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-  
50 marks (External) :(25 marks for Internal Assessment & 75 marks for External Assessment )

**B.B.A – C.A (Computer Applications)**

| Part | Study Components   | Course Title | Ins. Hrs / Week | Examination |     |       |             | Credit |
|------|--|--------------|-----------------|-------------|-----|-------|-------------|--------|
|      |  |              |                 | Dur.Hrs.    | CIA | Marks | Total Marks |        |
|      | <b>SEMESTER –I</b>   |              |                 |             |     |       |             |        |
| I    | Language-I   |              | 6               | 3           | 25  | 75    | 100         | 4      |
| II   | English-I  |              | 6               | 3           | 25  | 75    | 100         | 4      |
| III  | Core I – Principles of Management  |              | 5               | 3           | 25  | 75    | 100         | 4      |
| III  | Core II – Basics of Business and Business Environment  |              | 5               | 3           | 20  | 55    | 75          | 3      |
| III  | Allied Paper I : Mathematics for Management –I   |              | 6               | 3           | 25  | 75    | 100         | 4      |
| IV   | Environmental Studies #  |              | 2               | -           | -   | 50    | 50          | 2      |
|      | <b>SEMESTER –II</b>  |              |                 |             |     |       |             |        |
| I    | Language-II  |              | 6               | 3           | 25  | 75    | 100         | 4      |
| II   | English-II   |              | 6               | 3           | 25  | 75    | 100         | 4      |
| III  | Core III – Organisational Behaviour  |              | 5               | 3           | 20  | 55    | 75          | 3      |
| III  | Core IV – Economics for Executives   |              | 6               | 3           | 25  | 75    | 100         | 4      |
| III  | Allied Paper II : Mathematics for Management –II   |              | 5               | 3           | 25  | 75    | 100         | 4      |
| IV   | Value Education – Human Rights #   |              | 2               | -           | -   | 50    | 50          | 2      |
|      | <b>SEMESTER –III</b>   |              |                 |             |     |       |             |        |
| III  | Core V – Financial Accounting  |              | 5               | 3           | 25  | 75    | 100         | 4      |
| III  | Core VI – Production and Materials Management  |              | 5               | 3           | 25  | 75    | 100         | 4      |
| III  | Core VII – Marketing Management  |              | 5               | 3           | 25  | 75    | 100         | 4      |
| III  | Core VIII: PC Software (MS Office) - Practical   |              | 5               | 3           | 30  | 45    | 75          | 3      |
| III  | Allied Paper III– Business Law   |              | 5               | 3           | 25  | 75    | 100         | 4      |
| IV   | Skill based Subject -1 : Communication Skills I ^  |              | 3               | 3           | 30  | 45    | 75          | 3      |
| IV   | Tamil @ /Advanced Tamil # (or) Non-major elective-I :<br>Yoga for Human Excellence # / Women’s Rights #<br>Constitution of India # |              | 2               | 3           | 50  |       | 50          | 2      |
|      | <b>SEMESTER –IV</b>  |              |                 |             |     |       |             |        |
| III  | Core IX – Human Resource Management  |              | 5               | 3           | 25  | 75    | 100         | 4      |
| III  | Core X – Financial Management  |              | 5               | 3           | 25  | 75    | 100         | 4      |
| III  | Core XI: Financial Accounting Package -Tally (Practical only)  |              | 5               | 3           | 30  | 45    | 75          | 3      |
| III  | Core XII – Management Information System   |              | 5               | 3           | 25  | 75    | 100         | 4      |
| III  | Allied Paper IV– Taxation Law and Practice   |              | 5               | 3           | 25  | 75    | 100         | 4      |
| IV   | Skill based Subject -2 : Communication Skills II ^   |              | 3               | 3           | 30  | 45    | 75          | 3      |
| IV   | Tamil @ / Advanced Tamil # (or)<br>Non-major elective -II : General Awareness #  |              | 2               | 3           | 50  |       | 50          | 2      |

**B.B.A – C.A (Computer Applications)**

| <b>SEMESTER –V</b>  |  |   |   |    |    |             |            |
|---------------------|--|---|---|----|----|-------------|------------|
| III                 | Core XIII – Cost & Management Accounting                                 | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XIV – Research Methods for Management                               | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XV– Business Correspondence   | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XVI – Internet and Web Page Design (Theory)                         | 3 | 3 | 10 | 40 | 50          | 2          |
| III                 | Core XVII – Internet Web Page Design Programming Laboratory ( Practical) | 3 | 3 | 20 | 30 | 50          | 2          |
| III                 | Skill Enhancer: Institutional Training ^                                 | - | - | 10 | 40 | 50          | 2          |
| III                 | Elective –I :  | 5 | 3 | 25 | 75 | 100         | 4          |
| IV                  | Skill based Subject -3 : Campus to Corporate ^                           | 3 | 3 | 30 | 45 | 75          | 3          |
| <b>SEMESTER –VI</b> |  |   |   |    |    |             |            |
| III                 | Core XVIII –Entrepreneurship & Small Business Management                 | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XIX –RDBMS & Oracle Programming                                     | 3 | 3 | 10 | 40 | 50          | 2          |
| III                 | Core XX –RDBMS & Oracle Programming - Practical                          | 3 | 3 | 20 | 30 | 50          | 2          |
| III                 | Core XXI – Services Marketing  | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | Elective –II :   | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | Elective –III :  | 5 | 3 | 25 | 75 | 100         | 4          |
| IV                  | Skill based Subject -4 : Soft Skills for Business ^                      | 3 | 3 | 30 | 45 | 75          | 3          |
| V                   | Extension Activities @   | - | - | 50 | -  | 50          | 2          |
| <b>TOTAL</b>        |  | - | - | -  | -  | <b>3500</b> | <b>140</b> |

^ Refer the detailed note on this curricular aspect

@ No University Examinations. Only Continuous Internal Assessment (CIA)

University Examination – Refer the detailed note on this curricular component.

# No Continuous Internal Assessment (CIA).Only University Examinations.

| <b>List of Elective papers (Colleges can choose any one of the paper as electives)</b> |          |                                      |
|--|----------|--------------------------------------|
| Elective – I   | <b>A</b> | Insurance Principles and Practice    |
|  | <b>B</b> | Modern Office Management             |
|  | <b>C</b> | Intellectual Property Rights.        |
|  | <b>D</b> | Introduction to ERP                  |
| Elective – II  | <b>A</b> | Strategic Management                 |
|  | <b>B</b> | Industrial Relations and Labour Laws |
|  | <b>C</b> | Advertising and Sales Promotion.     |
|  | <b>D</b> | Visual Basic Theory                  |
| Elective - III   | <b>A</b> | E - Commerce                         |
|  | <b>B</b> | Project Work & Viva-Voce             |
|  | <b>C</b> | Financial Services                   |
|  | <b>D</b> | Multimedia                           |

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce- 50 marks (External) :(25 marks for Internal Assessment & 75 marks for External Assessment )

**B.B.A –International Business**

| Part | Study Components   | Course Title | Ins. hrs / week | Examinations |     |       |       | Credits |
|------|--|--------------|-----------------|--------------|-----|-------|-------|---------|
|      |  |              |                 | Dur.Hrs      | CIA | Marks | Total |         |
|      | <b>SEMESTER –I</b>   |              |                 |              |     |       |       |         |
| I    | Language-I   |              | 6               | 3            | 25  | 75    | 100   | 4       |
| II   | English-I  |              | 6               | 3            | 25  | 75    | 100   | 4       |
| III  | Core I – Principles of Management  |              | 5               | 3            | 25  | 75    | 100   | 4       |
| III  | Core II – Basics of Business and Business Environment  |              | 5               | 3            | 20  | 55    | 75    | 3       |
| III  | Allied Paper I - Mathematics for Management-I  |              | 6               | 3            | 25  | 75    | 100   | 4       |
| IV   | Environmental Studies #  |              | 2               | 3            | -   | 50    | 50    | 2       |
|      | <b>SEMESTER –II</b>  |              |                 |              |     |       |       |         |
| I    | Language-II  |              | 6               | 3            | 25  | 75    | 100   | 4       |
| II   | English-II   |              | 6               | 3            | 25  | 75    | 100   | 4       |
| III  | Core III – Organizational Behaviour  |              | 5               | 3            | 20  | 55    | 75    | 3       |
| III  | Core IV – Economics for Executives   |              | 5               | 3            | 25  | 75    | 100   | 4       |
| III  | Allied Paper II – Mathematics for Management-II  |              | 6               | 3            | 25  | 75    | 100   | 4       |
| IV   | Value Education – Human Rights #   |              | 2               | 3            | -   | 50    | 50    | 2       |
|      | <b>SEMESTER –III</b>   |              |                 |              |     |       |       |         |
| III  | Core V –Financial Accounting   |              | 5               | 3            | 25  | 75    | 100   | 4       |
| III  | Core VI– Production and Materials Management   |              | 5               | 3            | 25  | 75    | 100   | 4       |
| III  | Core VII –Marketing Management   |              | 5               | 3            | 25  | 75    | 100   | 4       |
| III  | Core VIII – PC Software (MS Office) - Practical  |              | 5               | 3            | 30  | 45    | 75    | 3       |
| III  | Allied : III– Business Law   |              | 5               | 3            | 25  | 75    | 100   | 4       |
| IV   | Skill based Subject-1 : Communication Skills I ^   |              | 3               | 3            | 30  | 45    | 75    | 3       |
| IV   | Tamil @ / Advanced Tamil # (or) Non-Major Elective–I:<br>Yoga for Human Excellence # / Women’s Rights #<br>Constitution of India # |              | 2               | 3            | 50  |       | 50    | 2       |
|      | <b>SEMESTER –IV</b>  |              |                 |              |     |       |       |         |
| III  | Core IX – Human Resource Management  |              | 5               | 3            | 25  | 75    | 100   | 4       |
| III  | Core X – Financial Management  |              | 5               | 3            | 25  | 75    | 100   | 4       |
| III  | Core XI – World Resources  |              | 5               | 3            | 25  | 75    | 100   | 4       |
| III  | Core XII – Financial Accounting Package -Tally (Practical only)  |              | 5               | 3            | 30  | 45    | 75    | 3       |
| III  | Allied IV– Taxation Law and Practice   |              | 5               | 3            | 25  | 75    | 100   | 4       |
| IV   | Skill based Subject-2 : Communication Skills II ^  |              | 3               | 3            | 30  | 45    | 75    | 3       |
| IV   | Tamil @ / Advanced Tamil # (or)<br>Non-major elective -II : General Awareness #  |              | 2               | 3            | 50  |       | 50    | 2       |

**B.B.A –International Business**

| <b>SEMESTER –V</b>  |  |   |   |    |    |             |            |
|---------------------|--|---|---|----|----|-------------|------------|
| III                 | Core XIII – Cost & Management Accounting                   | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XIV – Research Methods for Management                 | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XV – International Marketing Management               | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XVI – International Strategic Management              | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Skill Enhancer: Institutional Training ^                   | - | - | 10 | 40 | 50          | 2          |
| III                 | Elective–I :   | 5 | 3 | 25 | 75 | 100         | 4          |
| IV                  | Skill based Subject-3 : Campus to Corporate ^              | 3 | 3 | 30 | 45 | 75          | 3          |
| <b>SEMESTER –VI</b> |  |   |   |    |    |             |            |
| III                 | Core XVII – Entrepreneurship and Small Business Management | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XVIII - Foreign Exchange Management                   | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XIX- Foreign Trade Procedure and Documentation        | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | Elective –II :   | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | Elective –III :  | 5 | 3 | 25 | 75 | 100         | 4          |
| IV                  | Skill based Subject-4 :Soft Skills for Business ^          | 3 | 3 | 30 | 45 | 75          | 3          |
| V                   | Extension Activities @                                     | - | - | 50 | -  | 50          | 2          |
| <b>Total</b>        |  | - | - | -  | -  | <b>3500</b> | <b>140</b> |

^ Refer the detailed note on this curricular aspect

@ No University Examinations. Only Continuous Internal Assessment (CIA)  
University Examination – Refer the detailed note on this curricular component.

# No Continuous Internal Assessment (CIA).Only University Examinations.

| List of Elective Papers (Colleges can choose any one of the paper as electives) |   |                                       |
|---|---|---------------------------------------|
| Elective – I  | A | International Business Environment    |
|   | B | Logistics and Supply chain Management |
|   | C | Intellectual Property Rights.         |
|   | D | Customer Relationship Management      |
| Elective – II   | A | Foreign Trade Laws                    |
|   | B | Industrial Relations and Labour Laws  |
|   | C | Shipping and Port Management          |
|   | D | Consumer Behaviour                    |
| Elective - III  | A | E - Commerce                          |
|   | B | Project Work & Viva-Voce              |
|   | C | Financial Services                    |
|   | D | Global Business Management            |

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) :(25 marks for Internal Assessment & 75 marks for External Assessment )

**B.B.A - Retail Management**

| Part | Study Components   | Course Title | Ins. hrs / week | Examinations |     |       |       | Credits |
|------|--|--------------|-----------------|--------------|-----|-------|-------|---------|
|      |  |              |                 | Dur.Hrs      | CIA | Marks | Total |         |
|      | <b>SEMESTER –I</b>   |              |                 |              |     |       |       |         |
| I    | Language-I   |              | 6               | 3            | 25  | 75    | 100   | 4       |
| II   | English-I  |              | 6               | 3            | 25  | 75    | 100   | 4       |
| III  | Core I – Principles of Management  |              | 5               | 3            | 25  | 75    | 100   | 4       |
| III  | Core II – Basics of Business and Business Environment  |              | 5               | 3            | 20  | 55    | 75    | 3       |
| III  | Allied Paper I - Mathematics for Management-I  |              | 6               | 3            | 25  | 75    | 100   | 4       |
| IV   | Environmental Studies #  |              | 2               | 3            | -   | 50    | 50    | 2       |
|      | <b>SEMESTER –II</b>  |              |                 |              |     |       |       |         |
| I    | Language-II  |              | 6               | 3            | 25  | 75    | 100   | 4       |
| II   | English-II   |              | 6               | 3            | 25  | 75    | 100   | 4       |
| III  | Core III –OrganisationalBehaviour  |              | 5               | 3            | 20  | 55    | 75    | 3       |
| III  | Core IV – Economics for Executives   |              | 5               | 3            | 25  | 75    | 100   | 4       |
| III  | Allied Paper II – Mathematics for Management-II  |              | 6               | 3            | 25  | 75    | 100   | 4       |
| IV   | Value Education – Human Rights #   |              | 2               | -            | -   | 50    | 50    | 2       |
|      | <b>SEMESTER –III</b>   |              |                 |              |     |       |       |         |
| III  | Core V –Financial Accounting   |              | 4               | 3            | 25  | 75    | 100   | 4       |
| III  | Core VI– Production and Materials Management   |              | 5               | 3            | 25  | 75    | 100   | 4       |
| III  | Core VII – Marketing Management  |              | 5               | 3            | 25  | 75    | 100   | 4       |
| III  | Core VIII - PC Software (MS Office) - Practical  |              | 5               | 3            | 30  | 45    | 75    | 3       |
| III  | Allied III – Business Law  |              | 5               | 3            | 25  | 75    | 100   | 4       |
| IV   | Skill based Subject 1 : Communication Skills I ^   |              | 4               | 3            | 30  | 45    | 75    | 3       |
| IV   | Tamil @ /Advanced Tamil # (or) Non-major elective-I :<br>Yoga for Human Excellence # / Women’s Rights #<br>Constitution of India # |              | 2               | 3            | -   | 50    | 50    | 2       |
|      | <b>SEMESTER –IV</b>  |              |                 |              |     |       |       |         |
| III  | Core IX – Human Resource Management  |              | 5               | 3            | 25  | 75    | 100   | 4       |
| III  | Core X – Financial Management  |              | 5               | 3            | 25  | 75    | 100   | 4       |
| III  | Core XI – Management Information System  |              | 5               | 3            | 25  | 75    | 100   | 4       |
| III  | Core XII - Financial Accounting Package – Tally<br>(Practical only)  |              | 5               | 3            | 30  | 45    | 75    | 3       |
| III  | Allied IV – Taxation Law and Practice  |              | 5               | 3            | 25  | 75    | 100   | 4       |
| IV   | Skill based Subject-2 : Communication Skills II ^  |              | 3               | 3            | 30  | 45    | 75    | 3       |
| IV   | Tamil @ / Adanced Tamil # (or)<br>Non-major elective -II : General Awareness #   |              | 2               | 3            | -   | 50    | 50    | 2       |

**B.B.A - Retail Management**

| <b>SEMESTER –V</b>  |  |   |   |    |    |             |            |
|---------------------|--|---|---|----|----|-------------|------------|
| III                 | Core XIII – Cost and Management Accounting                 | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XIV – Research Methods for Management                 | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XV – Retail Supply Chain Management                   | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XVI – Retail Operations, Systems and Inventory        | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Skill Enhancer: Institutional Training ^                   | - | - | 10 | 40 | 50          | 2          |
| III                 | Elective –I :  | 5 | 3 | 25 | 75 | 100         | 4          |
| IV                  | Skill based Subject-3 : Campus to Corporate ^              | 3 | 3 | 30 | 45 | 75          | 3          |
| <b>SEMESTER –VI</b> |  |   |   |    |    |             |            |
| III                 | Core XVII – Entrepreneurship and Small Business Management | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XVIII – Retail Advertising and Promotion              | 6 | 3 | 25 | 75 | 100         | 4          |
| III                 | Core XIX – Channel Management                              | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | Elective –II :   | 5 | 3 | 25 | 75 | 100         | 4          |
| III                 | Elective –III :  | 5 | 3 | 25 | 75 | 100         | 4          |
| IV                  | Skill based Subject 4 :Soft Skills for Business ^          | 3 | 3 | 30 | 45 | 75          | 3          |
| V                   | Extension Activities @                                     | - | - | 50 | -  | 50          | 2          |
| <b>Total</b>        |  |   |   |    |    | <b>3500</b> | <b>140</b> |

^ Refer the detailed note on this curricular aspect

@ No University Examinations. Only Continuous Internal Assessment (CIA)

University Examination – Refer the detailed note on this curricular component.

# No Continuous Internal Assessment (CIA). Only University Examinations.

| <b>List of Elective papers (Colleges can choose any one of the paper as electives)</b> |          |                                      |
|--|----------|--------------------------------------|
| Elective – I   | <b>A</b> | Intellectual Property Rights.        |
|  | <b>B</b> | Franchise Operations Management      |
|  | <b>C</b> | Customer Relationship Management     |
|  | <b>D</b> | Brand Management                     |
| Elective – II  | <b>A</b> | Strategic Management                 |
|  | <b>B</b> | Managing Consumer Services           |
|  | <b>C</b> | Industrial Relations and Labour Laws |
|  | <b>D</b> | Consumer Behaviour                   |
| Elective - III   | <b>A</b> | E-Commerce                           |
|  | <b>B</b> | Project Work & Viva-Voce             |
|  | <b>C</b> | Merchandising Management             |
|  | <b>D</b> | Global Business Management           |

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) :(25 marks for Internal Assessment & 75 marks for External Assessment )



**NOTE:**

BBA., BBA(CA)., BBA(RM)., and BBA (IB).

The following changes had been carried out to the previous year's scheme of examination for the students admitted from the academic year 2017-18 and onwards.

To replace core paper XVI – Insurance Principles and Practice with **Business Correspondence**( 4 Credits) for BBA Degree only. The detailed syllabus is appended.

To change the pattern of evaluation for the paper titled Skill Enhancer – Institutional Training (V Semester). The existing 50 internal marks is split in to two components namely CIA – 10 Marks , University Viva Voce Examination - 40 Marks for all BBA Degree streams.

To replace Elective paper IA – Portfolio Analysis and Management with Intellectual Property Rights (4 Credits) for BBA Degree only. The detailed syllabus is appended.

To replace Elective paper IC – Software Design Technique with Intellectual Property Rights (4 Credits) for BBA (CA) Degree only. The detailed syllabus is appended.

To replace Elective paper IC – Insurance Principles and Practice with Intellectual Property Rights (4 Credits) for BBA (IB) Degree only. The detailed syllabus is appended.

To replace Elective paper IA – Insurance Principles and Practice with Intellectual Property Rights (4 Credits) for BBA (RM) Degree only. The detailed syllabus is appended.

To replace Elective paper IIC – Strategic Management with Insurance Principles and Practice (4 Credits) for BBA Degree only. The existing syllabus may be continued.

To replace core paper XV – Advertising and Sales Promotion with **Business Correspondence** (4 Credits) for BBA (CA) Degree only. The detailed syllabus is appended.

To replace Elective paper IIC – System Analysis and Design with Advertising and Sales promotion (4 Credits) for BBA (CA) Degree only. The existing syllabus may be continued.

To replace core paper XVI – International Strategic Management with **Business Correspondence** (4 Credits) for BBA (IB) Degree only. The detailed syllabus is appended.

To replace core paper XVI – Retail Operations, Systems and Inventory with **Business Correspondence** (4 Credits) for BBA (RM) Degree only. The detailed syllabus is appended

**The following revision /changes for the undergraduate programmes (BBA , BBA CA, BBA RM,BBA IB) for the candidates admitted from the academic year 2017-18 onwards should be followed.**

|           | <b>Subject / Degree</b>                     | <b>Changes made/Annexure No</b>  | <b>For the candidates admitted from the academic year</b> |
|-----------|---|--|---|
| <b>1.</b> | <b>Part-III Taxation Law &amp; Practice</b> | <b>The revised syllabus for the course titled Taxation Law &amp; Practice Part III allied , is applicable to the students admitted during 2017-18 onwards.</b>   | <b>2017-2018</b>  |
| <b>2.</b> | <b>P.C Software (MS office)</b>             | <b>The revised syllabus for course titled P.C Software (MS office ) is applicable for the students admitted during 2017-2018 onwards to all streams of BBA degree programme – (list of practical to be included)</b>           | <b>2017-2018</b>  |
| <b>3.</b> | <b>Financial Accounting Package -Tally</b>  | <b>The revised title for course titled Financial accounting package – tally is applicable for the students admitted during 2017 – 2018 onwards to all streams of BBA degree programme – (list of practical to be included)</b> | <b>2017-2018</b>  |

**Bachelor of Business Administration (BBA) All streams**  
**Skill Based Subjects I – IV from III to VI semester**  
**^ Curriculum Framework**

**Need for the course**

In order to effectively deploy the graduates for productive purposes of the society at large, it is imperative that the learners should equip themselves with effective communication skills. The lack of which could be a serious concern to all concerned. Developing explicitly this skill-set will definitely help in all other aspects such as learning the subjects, getting employment, excelling in higher studies. The need of the hour, therefore, is ensure adequate communicative power to empower the youth in all their spheres. The newly introduced subjects are communicative skill-set builders. Only with the whole-hearted support of the teaching fraternity, these practices-driven and exercises-oriented subjects can achieve the stated objectives.

**Course framework**

| <b>Sem</b> | <b>Subject Titles</b>    | <b>Skill Components to be addressed</b>   |
|------------|--------------------------|---|
| III        | Communication Skills I   | Listening and Speaking skill development  |
| IV         | Communication Skills II  | Reading and Writing skill development   |
| V          | Campus to Corporate      | Etiquettes; Attire-related niceties; quantitative aptitude building; and e-communicative skills |
| VI         | Soft Skills for Business | Presentation, negotiation, team-working skills; Resume preparation; and facing interviews &GDs. |

**Course Objectives**

To give the learners extensive practices to develop the LSRW (Listening and Speaking; Reading and Writing) skill-set

To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

**Learning Outcomes**

To hone their speaking and writing skills by reinforcing their listening and reading skills and habituating them

To assist in developing their personality

To help the students in developing their communication skills through effective use of English

To augment the areas such as business correspondence, presentation, group discussion, and interviews

To focus on to a chosen career path.

## **Course Content: Skill based paper - I Semester III**

### **COMMUNICATION SKILLS - I – Listening and Speaking Skills**

#### **Listening –**

- Write an essay on the ART OF LISTENING in your own words;
- List the qualities for a good listener;
- Illustrate the difference between hearing and listening;
- Enumerate the types of listeners;
- List and comprehend the common barriers to the Listening Process;
- Identify measures to improve your listening and list them(Practice too);
- Listening exercises – Listen from movie clips, news items,(with sub-titles), Business News Channels such as Bloomberg, UTV, CNN IBN, India Today, NDTV 24x7, NDTV Profit, News9, NewsX, Times Now...
- Listen to inspiring speeches by great personalities;
- Listen to audios with accompanying \*.pdf files from BBC's Learning English.  
<http://www.bbc.co.uk/worldservice/learningenglish/language/uptodate>)
- Learn English via Listening using YouTube videos  
(<https://www.youtube.com/watch?v=P1axyuVU57c>)
- Listening exercises need to accompany suitable tests to judge the depth of understanding the issue involved.

#### **Speaking –**

- Write an essay on the ART OF SPEAKING in your own words;
- Appreciate the importance of vocabulary and build the same;
- Use Oxford – 3000 key words in different sentences (OUP.com);
- Read a passage from the newspaper and compare with that of the news broadcast from TV;
- Make a presentation to the class on a topic of your choice for ten minutes and handle Q&A. List in the SDRN the toughest question that was asked;
- Role play and simulated games with more speaking; Anecdotes and Stories; Conversational practice (situations): 1. At the college, 2. At the post office, 3. At the railway reservation counter, 4. At cinema hall;
- Vary your volume, watch your tone and record your voice for replay in the preferred group (use smart mobile phones for practice);
- Record your speech and present to classmates; do the same presentation without recording – now list the uses of non-verbal communicative cues.

**Course Content: Skill based paper - II Semester IV**  
**COMMUNICATION SKILLS - II – Reading and Writing Skills**

Vocabulary building: Explain Abstract words - Words often to confuse – Abbreviations - Idioms and Phrasal Verbs - One word substitution -Business terms - Flash card method - Procure any two insurance policies (photocopies) and paste them in the SDRN and underline the new words you have added to your vocabulary.

Reading: Newspaper reading on daily basis – Practice louder reading and other members in listening mode – Purpose of Reading; Types of Reading; Techniques for Effective Reading – Book review (at least two per semester) Allow students to select a novel or autobiography or self-improvement or short stories book; and make them to prepare a journal in the SDRN for the reading exercises of these books.

Application Writing – Difference between resume and curriculum vitae, styles and layouts of a resume – Contents of Good Resume – Guidelines for Writing Resume – Different Types of Resumes designing covering letter – Reason for a Cover Letter to Apply for a Job-Format of Cover Letter; Different Types of Cover Letters

Practice business letter writing by understanding the layout of letters business enquiries – quotations – purchase orders placements – letters of complaints – collection letters.

Collection of financial statements of any one organization for two consecutive years and prepare comparative statements. Also list out its assets and Liabilities.

Industry Review Project: Take an industry and a few firms operating in your area. Make an introduction to the industry and list the profile of the companies in that industry. Also give a comparative analysis by giving the market share, annual growth rate, etc.

Form filling: Railway ticket booking with specimen of reservation/cancellation slip – Banking transaction slips sample specimen copy collect and paste (forms for account opening, pay-in-slips, purchase of DDs, RTGS/NEFTs) – share application form of a limited Company – documents used in Import and Export trade/Commercial / income tax departments of Government Draft a complaint to District Consumer Forum on the deficiency of service which you have consumed – Success stories of Entrepreneurs in the region – List out unethical aspects of Advertising which you have come across recently

List the environmental issues of an industry of your choice operating in your region

Visit a few e-com websites and note down the appealing features and negative impressions in the SDRN.

**Course Content: Skill based paper - III Semester V**

**Campus to Corporate**

To train the learners for smooth transition from their campus to corporate for employment...

Etiquette Elaborated: Corporate etiquette -Workplace etiquette-Business etiquette-Email etiquette-Telephone and meeting etiquette. (Theory blended learning with notes and hints in the SDRNs) – Video clippings to watch and noting down the critical aspects pertaining to etiquettes.

Attire Aspects: Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.

E-communication: Students are expected to have an email id and work with groups, make mail attachments, join professional groups in social networks; download and upload files using virtual memory – E-mail Etiquette – Overcoming Problems in E-mail Communication – Use of Electronic Devices in Modern Communication such as Fax, e-mail, chat using skype – work with social networking sites such as linkedin, facebook, orkut, tumblr, twitter – narrate them in the SDRN with clippings as evidence.

Aptitude Appetizer: Quantitative vs verbal aptitude — practice – shortcut routes – workouts from previous year / batch tests – familiarize the various types of problems from quantitative & non-verbal reasoning areas in competitive exams for employment and/or higher studies

Attitude Building: The importance of building positive attitude. Read from the examples of great people of your choice and write in your SDRN. Identify and enumerate ways to nurture your positive attitude.

**Course Content: Skill based paper - IV                      Semester VI**

**Soft Skills for Business**

Presentation skills – effective presentation of an idea or concept – use of MS-Powerpoint or Flash is assisting the presentation need to be encouraged

Negotiation Skills – dealing and preparing for negotiation – clinching and compromising – observe and record – practical role plays

Group Discussions – leaderless group behavior – arguments vs discussions – guiding and controlling – small group practices as well as observation

Team Working Skills (Forming, norming, performing) – problems and prospects – encourage team formation inter and intra-class teams – list the experiences

Assertiveness building – How to say ‘no’ and ‘yes’ – knowing limits – identify and list the occasions where you could not be assertive --

Facing interviews – How to prepare – how to presents – Manners and etiquettes to be maintained during an interview; sample questions (FAQ<sup>s</sup>) commonly asked during interview

Conduct a vox pop – make a brief report – present to the group

Nonverbal Cues in Communication – Body Language – Gesture – Postures - Facial Expressions

Career Options – Skills and physique vis-à-vis career options – career planning – SWOT analysis (self) – Career focus – Awareness of different career and its sources of information, choosing a career.

(SDRN to have in-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus)

### **Evaluation Method**

There shall be a university-approved comprehensive viva-voce examination at the end of each semester to orally and individually test the learners' extent of attainment in the various metrics specified for each subject of the curriculum.

Students shall maintain a Skill Development Record Note (SDRN) individually for the purpose of these oral examinations separately for each semester; and the institution may design a uniform SDRN for this purpose.

Maintenance grades shall be awarded by the internal faculty for the SDRNs on a continuous and comprehensive way.

SDRN shall also be evaluated jointly with an external examiner during the viva-voce examination.

During every semester, the student shall maintain the SDRN in which a minimum of (20) twenty exercises /activities are to be recorded in consultation with the class teacher with dates of starting and completion.

This SDRN has to be submitted to the internal faculty for evaluation at least 15 days before the end of each semester.

For class-room based common exercises and group-tasks, teacher may distribute the soft-copy to all the students and evaluation may be individualized with high order critical questions.

The individual tasks recorded in the SDRN shall be unique and the concerned subject teacher needs to certify for the work's originality. University appointed external also need to ensure the originality of the recorded works in the SDRN during viva-voce exam. The soft copies of video/ audio-related tasks used in the SDRNs need to be recorded in a convenient medium such as CD/DVD for verification purposes and appended to the SDRN.

Students shall be encouraged to use their lap-tops for listening exercises.

Language / Communication lab, if available in the college/campus, may be used to practice the activities suggested for practical skill test.

The viva-voce examination with University-appointed external examiner contains a group-administered paper-pencil test and an individualized face-to-face oral examination for about 5-7 minutes per candidate. Hence, in a three-hour session, limit the maximum number of candidates to twenty per session.

The total mark of 75 for the skill-based subjects shall be divided between internal and external evaluations and it is 30 and 45 marks respectively; the course teacher shall continuously and comprehensively evaluate the students with the following sub-distribution of marks:

|   |    |
|---|----|
| Class involvement and proactive participation         | 10 |
| Originality in the practical exercises and regularity | 10 |
| Skill Development Record Note (SDRN) maintenance      | 10 |



The following table gives the metrics to be evaluated in the viva-voce exam with the weightage [in marks] to be assigned for each criterion.

| <b>Course Title</b>             | <b>Metrics to be evaluated and the weightage for each component</b>   | <b>Marks</b> |
|---------------------------------|---|--------------|
| <b>Communication Skills I</b>   | Listening: Play an audio file and evaluate the comprehension by posing critical questions   | <b>10</b>    |
|                                 | Speaking: Present a topic and face questions; enact role plays such as newscaster; make announcements. Use of (portable) PA system  | <b>10</b>    |
|                                 | General conversational abilities [situation-oriented]; Story telling  | <b>10</b>    |
|                                 | SDRN's originality and maintenance  | <b>15</b>    |
| <b>Communication Skills II</b>  | Reading: Extent of vocabulary built, the volume of materials read, active vocabulary in current use<br>A passage may be assigned for reading and evaluated on the basis of reading with intonation, pauses and the tone & tenor required for the textual matter | <b>15</b>    |
|                                 | Writing: The students shall write at least 250 words on their own words on on-the-spot topics given [jointly by internal and external examiners] and evaluate the same for the presence of skills in this domain such as vocabulary, grammar, idea flow         | <b>15</b>    |
|                                 | SDRN's originality and maintenance  | <b>15</b>    |
| <b>Campus to Corporate</b>      | Etiquettes': Exhibition of various aspects (dressing, on the viva-voce exam table, etc)   | <b>10</b>    |
|                                 | Use of ICT in daily life – frequency and extent of usage (Validate the same)  | <b>10</b>    |
|                                 | Dress codes and attire aspects  | <b>10</b>    |
|                                 | Quantitative Aptitude developed (Time bound test – question paper in consultation with the internal)  | <b>10</b>    |
| <b>Soft Skills for Business</b> | SDRN's originality and maintenance  | <b>15</b>    |
|                                 | Presentation, Negotiation and Team-working skills   | <b>10</b>    |
|                                 | Job-specific Resume preparation, mock interview / group discussion Presentation of the on the chosen general study (vox-pop) with evidences   | <b>10</b>    |
|                                 | Career-related: SWOT analysis and its presentation, [job-offering] Industry-related awareness, so on  | <b>10</b>    |
|                                 | SDRN's originality and maintenance  | <b>15</b>    |

### **Suggestive means of Course Delivery for Skill based papers**

The class teacher need to be highly self-motivated to ensure the practice (less of preaching)

The course teacher, instead of having a single prescribed text book, has wider option in choosing the material and needed to assume the role of a facilitator in building the skill set

Exercises and practice assignments need to be unique and current; and the faculty need to ensure original work / contribution of the individual students

To give more of individual and group tasks / assignments focused on communicative skill-set building

Allow use of IT gadgets to assist skill building (voice recorder in a mobile phone, replay in lap-tops / PA systems, internet)

Field visits, exploration, observation can be extensively used to augment skill-building

Encourage newspaper reading (learner can chose the area of interest such as sports, business, politics, regional, etc.,) in the class room; corroborate the same with TV news /debate listening; compare headlines of different newspapers of the main news;

Audio/video clippings from BBC (Learn English series) and Oxford's BEC course materials can be deployed wherever possible.

Teacher to shift from hard-copy to soft-copy orientation in disseminating common information;

Have fun games, instant quizzes, vocabulary-building word games, encourage Sudoku solvers, word jumbles;

Allow as many teams and leaders to function and constantly motivate with suitable exercises and foster a competitive spirit among the teams;

Encourage using the bulletin and notice boards to popularise / disseminate information and ideas;

Allow students to discuss and debate on current issues and matters of interest to them by positioning as a facilitator;

Assist in recording the skill enhancing activities in a useful manner in the SDRN and ensure constant monitoring of the same for originality;

The list of activities suggested in the following four sub-areas are only suggestive; the faculty can assume freedom in redesigning / rejigging rearranging the exercises / practice problems/assignments. However, ensure the course objectives are fulfilled and desired learning outcomes are exhibited by the learners.

**A note**

Various activities /practices/games and role-plays adopted in this skill development subjects are to be recorded in the SDRN. The aforesaid aspects are only guidelines and it may be altered/added/deleted to suit the ground realities. The above listed delivery strategies are purely suggestive and situational demands may warrant a distinctive and unique approach which can be adopted to suit the local conditions. Such practices may be documented and shared among the colleagues so that novel and new methods of this skill-builder can be spread to all concerned. However, ensure the fulfillment of the objectives to get the desired learning outcomes. The industry attachment cum training program (during the IV semester vacation) may be twinned with this skill curriculum by means of suitable instruction to the students at the college level.

**SUGGESTED BOOKS FOR REFERENCE**

**Study Guides Basic Business Communication: Skills for Empowering the Internet Generation** by Lesikar&Flatley.

**Business Communication: The Real World and Your Career.** By Senguin

**Business Communication: Process and Product** by Mary Ellen Guffey and Dana Loewy

**Contemporary English Grammar, Structure and composition** By David Green - Macmillan

**Creative English communication** by N. Krishna swami and T. Shriraman

**Good English in Business** A P H Publishers.

**Getting from College to Career: Your Essential Guide to Succeeding in the Real World** by Lindsey Pollak

**Soft Skills Enhancing Employability: Connecting Campus With Corporate** by M.S. Rao. I.K. International

**Effective Communication and Soft Skills** by Bhatnagar

**Spoken English – A self-learning Guide to Conversation Practice** (Audio) by V. Sasikumar, P.V.Dhamija.

**Sparkplug to Creative Communication** (eBook) by Bittleston, John

**Let's Talk: Negotiation & Communication at the Workplace** by MuktaMahajani

**The Power of Focus for College Students** by Luc D'Abadie, Les Hewitt, Andrew Hewitt (Health Communications - 2005)

**The Power of Focus for College Students** by Trump Donald (Westland - 2006)

**Enhancing Employability @ Soft Skills** by Verma

**Personality Development and Soft Skills** by Barun K Mitra

## **INSTITUTIONAL TRAINING \***

### **Curricular note on Skill enhancing core paper with Internal and External evaluation for 50 marks (2 Credits) for ALL streams of BBA.**

**Aims:** The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

**Process:** Colleges may institute MoU/ collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training. Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral-bound form/pre-printed record designed for this purpose].

**Reporting Proforma:** The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital & Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

**Outcome:** Internal evaluation by the concerned training supervisor along with HOD shall be made during the beginning of fifth semester for a max of 10 marks and report the same to the university. Metrics to be evaluated and its weightage are:

- Compliance of the procedure (permission seeking, informing in advance, weekly reporting and ITR submission) **5 marks**
- Structure and neatness of ITR **5 marks**

#### **Evaluation Method:**

There shall be a university-approved comprehensive viva-voce examination at the end of fifth semester.

Students shall maintain a [Institutional Training Record – ITR] individually for the purpose of the oral examinations.

ITR shall also be evaluated jointly internal with an external examiner during the viva-voce examination.

The total mark of 40 for the skill enhancing core subjects shall be divided between internal and external evaluations and it is 15 and 25 marks respectively.

## **PRINCIPLES OF MANAGEMENT** **For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

**Course Objectives:** On successful completion of this course, the students should have understood

1. Basic management concepts and skills and the contemporary management thoughts.
2. Understand the planning and decision making concepts and its applications.
3. To throw light on the managerial functions of organizing and staffing.
4. Importance of Motivation, communication and Leadership through Directing.
5. Knowledge about controlling process and the concept of co-ordination.

**Course Outcomes:** On successful completion of the course the students will be able to

- Understand the Management concepts and Functional areas of Management in Business Arena.
- Evaluate the conceptual framework of planning and decision-making in day today life.
- Understand the managerial functions of organizing and staffing to achieve the target of the organization.
- Analyze the theories of motivation, leadership and communication in a variety of circumstances and management practices in organizations.
- Evaluate the control process, to apply theoretical knowledge in simulated and real-life settings.

### **UNIT -I**

**Overview of Management:** Definition –Nature and scope of management-Importance - skills of managers–Levelsof Management-Functional areas of management- Evolution of Management thought: Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Peter F. Drucker’sthoughtManagement: a science or an art?

### **UNIT –II**

**Planning:** Definition -Nature and purpose – Planning process – Importance of planning –types of plan-Decision making - Definition -steps and types.

### **UNIT -III**

**Organizing:** Definition -Types of organization – Organizational structure –Span of control – use of staff units and committees. Delegation: Delegation and Centralization. Centralization and Decentralization – **Staffing:**Definition- Sources of recruitment – Selection-Definition - process Training-Definition-Types.

### **UNIT - IV**

**Directing:** Definition -Nature and purpose of Directing.- Principles – Motivation - Definition - Theories of Motivation (Maslow’s, McGregor, ERG Theory, Herzberg two factor theory)– Leadership:Definition-Styles – Communication:Definition - Importance of Communication – Methods of Communication – Types – Barriers.

## UNIT - V

**Controlling:** Meaning and importance of controls – control process – Budgetary and non-Budgetary Control Techniques – Requisites of an effective control system – Relationship between planning and controlling – Need for co-ordination.

Text book:

Business Management: Dr.C.B.Gupta

### REFERENCE BOOKS

- Principles of Management – Daft, R. L., Cengage Learning.  
Principles of Management – L.M. Prasad  
Business Management – DinkarPagare  
Essentials of Management – Koontz, H. &Weihrich, H.

## BASICS OF BUSINESS & BUSINESS ENVIRONMENT

For BBA/BBA(CA)/BBA(IB)/BBA(RM)

### COURSE DESCRIPTION

The Basics of Business & Business Environment course is an introduction to what a business is, how it operates, its interrelationship with environment and how it is managed.

### COURSE OBJECTIVES

- 1) To outline how an entity operates in a business environment
- 2) To know the depth of the meaning conveyed by the word 'Business'
- 3) To appreciate the associated forms of business organizations
- 4) To analyze the affect of economic conditions and effects of government policy on business performance
- 5) To develop an appreciation for the associated services sector for the conducive growth of businesses
- 6) To survey the sources of financing for businesses
- 7) To explain the legal framework that regulates the business and industry.

### COURSE OUTCOMES

Upon completion, the candidate is expected to

- Develop an understanding on the gamut of business activities
- Appreciate the intricacies in starting a business and knowing the suited business form
- Design a business model in order to analyze its sustainability
- Comprehend the environmental factors that are conducive /detrimental to the respective businesses
- Have a simple and basic comprehension of the international scenario with regard to borderless business world

**Unit 1:**Business Basics: Nature and Purpose of Business – Characteristics of Business – Comparison among Business, Profession and Employment – Various types of Industry – Compare Industry with commerce – Forms of business Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.

**Unit 2:**Business and Economic System – Capitalism, Socialism, Communism and mixed economy – Different sectors of the economy and Role of businesses in it – Different stakeholders of business firm – factors of production – Business model Meaning & example – Business Risks & their causes – Steps in Starting a Business – Entrepreneur.

**Unit 3:**Business Services – Goods & Services distinguished – Banking, Insurance & Warehousing – Traditional Business to newer e-Business – Benefits of switching over to electronic mode – Cautions to be taken.

**Unit 4:**Business Environment: Concept, characteristics of environment. Environmental Analysis – Need & diagnosis, Business environment – potential competitors, Rivalry – External environment – Economic, political & legal environment, technological and socio cultural environment, International environment.

**Unit 5:** Liberalisation - Meaning - Privatization - Benefits & pitfalls - Globalization – Meaning & rationale for Globalization – Role of WTO & GATT – Trading blocks in Globalization – Impact of Globalization on India. – Business & Society - Social Responsibilities of business towards different groups.

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**RECOMMENDED BOOKS:**

William A Pride, Robert J. Hughes, and Jack R. Kapoor, (ISBN-13: 9781285193946)  
Foundations of Business, (5<sup>th</sup> Edition) Cengage Learning Higher Education

Del, Global Business Foundation Skill Students Handbook  
Cambridge University Press ISBN-13: 978-8175967830

Nikita Sanghvi,  
Business Environment and Entrepreneurship  
CS-FOUNDATION Taxmann; 2015 ISBN-13: 978-9350716236

Laura Dias, Amit Shah  
Introduction to Business  
McGraw Hill Education (India) Private Limited 2012 ISBN-13: 978-1121085084

**MATHEMATICS FOR MANAGEMENT- I**  
**For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

**UNIT – I:** Matrices: Fundamental ideas about matrices and their operational rules – Matrix multiplication Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

**UNIT-II**

Set theory – Introduction - Types of sets - set operation - Venn Diagrams - Mathematics of Finance - Simple and Compound Interest.(Simple problems only)

**UNIT-III**

Meaning and Definitions of Statistics - Scope and Limitations.Collections of data –primary data and secondary data - Presentation of data byDiagrammatic and Graphical Method - Formation of Frequency Distribution.Measures of Central tendency - Arithmetic Mean, Median and Mode.

#### **UNIT-IV**

Measures of Variation : Standard, Mean and Quartile deviations-Co efficient of variation. Simple Correlation - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

#### **UNIT-V**

Analysis of Time Series: Methods of Measuring Trend - Index number – Unweighted and Weighted indices–Tests of index numbers-Consumers price and cost of living indices.

**Questions in theory and problems carry 20% and 80% marks respectively  
Problems need to be simple keeping students' non-mathematical background**

#### **REFERENCE BOOKS**

1. Navaneethan P. - Business Mathematics
2. Sundaresan and Jayaseelan- An Introduction to Business Mathematics and Statistical Methods
3. P.R. Vittal - Business Mathematics and Statistics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. Gupta S.P. - Statistical Methods

### **ORGANISATIONAL BEHAVIOUR** **For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

**Course Objectives:**On successful completion of this course, the students should have understood

1. Organizational psychology & personality of people working there.
2. Understand about belief, values and human motivation, idea generation for problem solving and innovation.
3. Job satisfaction measurement, nourishing employee talent, scope and expansion in a job.
4. Importance of group, conflict identification and resolution.
5. General ideas of leadership, theories supporting leadership, problem solving, counseling for rectification.

**Course Outcomes:**On successful completion of the course the students will be able to:

- Analyze the individual and group behavior; and understand the implications of organizational behaviour on the process of management
- Identify various theories of motivation from the past the and evaluate motivational strategies used in a variety of organizational settings
- Enhance productivity of the organization by ensuring required job satisfaction and employee attitude.
- Understand the supervisory effects on performance and to train supervisors by understanding different supervision styles.
- Evaluate the appropriateness of various leadership styles and counseling methods

**UNIT – I :**Importance and scope of organisational psychology – Individual differences - Intelligence tests Measurement of intelligence - Personality tests - nature, types and uses.

**UNIT – II :**Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.



**UNIT – III :**Job satisfaction - meaning – factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement.

**UNIT – IV :**Hawthorne Experiment - importance - Group Dynamics – Cohesiveness. Conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms – supervision - style - Training for supervisors.

**UNIT – V:**Leadership - types - theories – Trait, Managerial Grid, Fiedler’s contingency. Counseling - meaning - Importance of counselor - types of counseling - merits of counseling .

**Text Book:**

L.M. Prasad - Organisational Behaviour

**REFERENCE BOOKS**

Keith Davis - Human Behaviour at Work  
Ghos - Industrial Psychology  
Fred Luthans - Organisational Behaviour  
Boominathan B - Organisational Behaviour

**ECONOMICS FOR EXECUTIVES**  
**For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

**Course Objectives:**On successful completion of this course, the students should have understood

1. The objectives of business firms, Demand analysis and Elasticity of demand.
2. To impart knowledge about the Factors of production and BEP Analysis
3. Familiarization about Types of competitions and price administration.
4. Introduction to various theories of wages, Interest and Profit.
5. To impart knowledge about Government and Business.

**Course Outcomes:**On successful completion of the course the students will be able to:

- Apply the objectives of business firms, demand analysis and elasticity of demand in daily life.
- Identify the effective use of factor of production and BEP Analysis.
- Understand the determination of the Price, Market structure and competition.
- Analyze various theories of wages, Interest and profit in Business field.
- Evaluate the performance of the Government sector in India.

**UNIT - I**

Objectives of business firms - Profit Maximization - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.

**UNIT - II**

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions . Cost and Revenue Curves – Break-even-point (BEP) analysis.

**UNIT – III**

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.

**UNIT – IV**

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity Preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

**UNIT - V**

Government and Business - Performance of public enterprises in India - Price policy in public utilities, Public sector – Goals – Types and classification – Evolution and objectives of public sector in India.

**Text Book:**

Sankaran - Business Economics

**REFERENCE BOOKS:**

Markar et al - Business Economics

Sundaram K.P &Sundaram E - Business Economics

**MATHEMATICS FOR MANAGEMENT- II**

For BBA/BBA(CA)/BBA(IB)/BBA(RM)

**UNIT I:**

Introduction to Operations Research – Meaning – Scope – Applications - Limitations.  
Linear programming - Mathematical Formulation - Application in management decision making (Graphical method only)

**UNIT II:**

Transportation problems: Introduction- Finding Initial Basic Feasible solutions- moving towards optimality (non degenerate only) – Maximization in transportation problem- Unbalanced transportation problem.

Assignment problem: Introduction –Hungarian Assignment method – Maximization in Assignment problem – Unbalanced Assignment problem.

**UNIT III:**

Game theory: Concept of Pure and Mixed strategies – solving 2 x 2 matrices with and without saddle point. Graphical solution - m x 2 and 2 x n games.Solving games by Dominance Property.

**UNIT IV:**

CPM – Principles – Construction of network – Forward pass – Backward pass computations – Types of floats.

**UNIT V:**

PERT – Time scale analysis- Critical path- probability of completion of project.  
Replacement models – Introduction- Replacement of items that deteriorates gradually (value of money does not change with time).

**Note: Theory and problem shall be distributed as 20% and 80% respectively.  
Problems shall be simple so that non-maths students can also solve it.**

### REFERENCE BOOKS:

KantiSwarup, P.K.Gupta and Man Mohan – Operations Research  
P.R. Vittal - Operations Research  
S.P.Gupta - Statistical methods.

### FINANCIAL ACCOUNTING For BBA/BBA(CA)/BBA(IB)/BBA(RM)

**Goal:** To enable the students to acquire knowledge of Accounting principles and practice

**Objective:** On successful completion of this course, the students should have understood  
The basic accounting concepts  
Double entry book keeping system and various books of accounts  
Preparation of final accounts, etc.

#### UNIT - I

Basic Accounting concepts - Kinds of Accounts. Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

#### UNIT - II

Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.

#### UNIT - III

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

#### UNIT - IV

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

#### UNIT - V

Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20% and 80% respectively)

### REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy

## **PRODUCTION AND MATERIALS MANAGEMENT**

**For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

**Goal:** To enable the students to acquire knowledge of production processes and Materials Management

**Objective:** On successful completion of this course, the students should have understood Principles, functions and process of Production Management  
Effective management of materials

### **UNIT-I**

Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout. Production Planning and control - Principles - Meaning - Routing - Scheduling - Despatching - Control.

### **UNIT-II**

Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - Motion study.

### **UNIT-III**

Organisation of Materials Management - Fundamental Principles - Structure - Integrated materials management. Purchasing – procedure - principles - import substitution and import purchase procedure. Vendor rating - Vendor development .

### **UNIT-IV**

Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis. Store keeping - Objectives - Functions - Store keeper - Duties – Responsibilities, Location of store - Stores Ledger - Bin card.

### **UNIT-V**

Quality control - Types of Inspection - Centralised and Decentralised. TQM: Meaning - Objectives - elements – Benefits. Bench marking: Meaning - objectives – advantages. ISO: Features - Advantages - Procedure for obtaining ISO.

### **TEXT BOOKS:**

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1. Banga and Sharma : Production Management
2. O.P. Khanna : Industrial Engineering and Management
3. M.V. Varma : Materials Management

**MARKETING MANAGEMENT**  
**For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

**Goal:** To enable the students to acquire knowledge of principles of marketing management

**Objective:** On successful completion of this course, the students should have understood Principles of marketing management, market segmentation Product life cycle, pricing, branding,.....

**UNIT - I**

Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

**UNIT - II**

Buyer Behaviour - Buying motives. Market Segmentation - bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.

**UNIT - III**

The Product - Types -consumer goods-industrial goods. Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products- strategies.

**UNIT - IV**

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes – multi product pricing. Physical distribution - Management of physical distribution - marketing risks.

**UNIT - V**

Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity.

**REFERENCE BOOKS:**

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing
4. Nanda Kumar - Marketing Management

**BUSINESS LAW**  
**For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

**Goal:** To enable the students to acquire knowledge of legal aspects of business

**Objective:** On successful completion of this course, the students should have understood

Law of contract, Law of sale of goods

Law of Agency, Negotiable Instruments Act,....

**UNIT - I LAW OF CONTRACT**

Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract .

**UNIT - II**

Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact. Legality of Object - Unlawful and illegal agreements - Effects of illegality - Wagering Agreements.

**UNIT - III**

Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract. Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment.

**UNIT – IV**

Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

**UNIT - V**

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

**REFERENCE**

1. N.D. Kapoor - Elements of Mercantile Law
2. Shukla M.C. - A Manual of Mercantile Law
3. Venkatesan - Hand Book of Mercantile Law
4. Pandia R. H. - Mercantile La
5. K.P.Kandasami - Banking Law & Practice

**PC SOFTWARE (MS-OFFICE) – PRACTICAL**  
**For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

**PC Software Suggested List of Practical Exercises :**

**QP for practical should have two exercises one necessarily from MS Word, and the other one from any of the three – MS Excel or MS Access or MS PowerPoint. On execution, examiners need to interact with the candidate individually to ensure the depth of the understanding in order to apply these concepts in their work-life.**

**MS Word:**

- 1) Type a simple two-page matter (A4 page 12 size font). Save your document in a specified location. (say, D:\BBA\MSOffice\).docx). Save the same file with other name in different location using Save As dialogue box.
- 2) Design E-book cover pages / Magazine / books front/back page using cover page option in Insert Menu. You can assume your college or department in-house magazines.
- 3) Create Business Cards using Shapes, text, and colors. Assume your own company and simply try out a logo too for the same.
- 4) Use smart art and create organization charts with at least 3 levels and more realistic of an organization known to you.
- 5) Make books content page or index page (first line indent, hanging indent and the perfect use of ruler bar in Microsoft Word)
- 6) Insert Image into the shape. Type a title for the page and apply Styles to the same.
- 7) Type at least two page of A4 page in 12 size font. Select a sentence in the same and bring the same in the text box. Place the text box inside the text and wrap the main text around the text box.
- 8) Write at least dozen mathematical/ statistical formulae known to you (Areas of a circle (A) =

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where r is the radius of the circle) and key in the same in MS word.

- 9) Take a double column newspaper and design or create similar paragraph style in the word document.
- 10) Write 10 lines or 10 sentences and then change the font, style, color and size of each sentence. Make each one different than previous and next.
- 11) Type at least one A4 page with relevant matter to demonstrate superscript, subscript, special characters (such as temp °C, rupee symbol ` , Etc.,)
- 12) Type two pages of textual matter about your college (A4 page, 12 size font). You can use spell check, autocorrect, auto text features. Select the words 'college' in the typed passage and change them in to 'institution' by using 'Find & Replace option.
- 13) List any five friends and describe about them in a paragraph. Use Numbering and Bulleting to format this page.
- 14) Type out your bio-data with neat alignment and using tab setting. Also make a covering letter enclosing the same to a company of your choice.
- 15) Create a table in MS Excel with an address list containing Designation, Name of the Company, Address1, Place, PIN. Let it have ten addresses. Use this list for mail merges in a letter developed using MS Word. Save the merged letter in a different file.

### **MS-Excel:**

- 1) Enter your classmates name and register number in a workbook, and as like your class teacher add CIA test1 and 2 marks; add final model exam marks. Using various functions in Excel, take the best out of the former two and model exam mark after converting them for a max of 10. Make the total for each student which will be out of twenty.
- 2) ) As a student in charge of library books in your department, prepare a worksheet of books borrowed from library by your department.
- 3) Make a shopping list of at least dozen commodities. Based on the quantity and price of each unit, prepare an invoice for the whole basket using MS Excel worksheet.
- 4) 4) Enter the name, relationship and date of birth of your family members and relatives in a MS Excel worksheet. Calculate their age as of today and arrange them either in descending or ascending order. (ensure to have at least ten entries). Assuming their weight (kg) and height (cm), find out their BMI by using formula.
- 5) Prepare a list of 'Plus 2' classmates with their school marks out of 1200. Find the percentage. Count how many scored more than 60%. Also count the number of students secured between 50% and 60%.
- 6) Create a table of your friends with their mobile number and mail id. Also add their date of birth. Find out the number of days left to celebrate their birthday and arrange their names in this order. Create a pie chart indicating the number of birth days in each month.

### **MS-Access:**

- 1) Create a database file, which will require you to create one table, one query, one form, and one report. Create the field names and their properties as you need them to store your specific data for your firm's customers. You will have at least ten customers with their information included in your customer table. Create a query that displays only the customers hailing from are sorted by name in ascending order.
- 2) Create an Access database named Student\_Records.accdb. Assume the required data. Open the Students table in datasheet view and enter the new students either by navigating to the empty field or using the 'New record' button.
- 3) Create a form to enter inventory related data of a supermarket. Make hypothetical data entry of about 25 inventory items and generate stock report at the end of the day.
- 4) Create an Address Database of the companies in your area. Design a form to enter new data into the database.
- 5) Create a database of cinema songs directory, which will have Movie Name, Lyricist, Music Director, Year of Release and first few words of the song as its fields.
- 6) Create a database w2ith a table. The various field types such as text, date, numerical and logical should find a place in it. Also feed it with relevant data using a data capture form.



**MS-PowerPoint:**

- 1) Create at least ten slides for a new product launch campaign. Assuming that your company with an umbrella brand launches a new product for a specific niche market segment.
- 2) Have a PowerPoint presentation for a seminar which you are handling for your classmates.
- 3) Prepare slides with various features such as charts from Excel, clip arts from hard disc, and animated themes to demonstrate your expertise in using various features included in MS PowerPoint.
- 4) Prepare slides to argue out your stand on “Are girls more intelligent than boys?”
- 5) Prepare slides to explain your position on “Indian Villages: Strengths and Weakness”
- 6) Why Android is the most popular mobile operating system in the world? Prepare a PowerPoint show to validate your point of view.

**HUMAN RESOURCE MANAGEMENT**  
**For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

**Goal:** To enable the students to acquire knowledge of Human Resource Management

**Objective:** On successful completion of this course, the students should have understood  
Functions of HR/Personnel Department

Manpower planning, performance appraisal,...

Salary administration, Labour Welfare, Industrial Relations,...

**UNIT - I**

Human Resource Management - meaning, nature, scope and objective – Functions of HRM - The Role & status of HR manager - Organisation of HR department – Strategic HRM

**UNIT - II**

Human Resource Planning – Job Analysis – Importance & benefits - Job analysis process- – Job description – Role analysis - Job specification -

**UNIT - III**

Recruitment and Selection - Factors affecting Recruitments, Sources of Recruitment – Alternative to Recruitment – Definition and Importance of Selection, Stages involved in Selection Process – Types of Selection Tests and Types of Interviews

**UNIT - IV**

Meaning and benefits of Induction, Content of an Induction Program –Training and Development.– Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion

**UNIT - V**

Career Planning & Development – Stages in Career Planning – Internal and External Mobility of Employees — Meaning and Sources of Employee Grievance – Grievance Handling Systems – Meaning & Process of Collective Bargaining – Indiscipline, Settlement Machinery of Industrial Conflicts.

**REFERENCE BOOKS:**

1. Rao, S. (2014). - Essentials of Human Resource Management & Industrial Management: Text & Cases. New Delhi: Himalaya Publication.
2. VSP. Rao - Human Resource Management
3. B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws -Vijay Nicole Imprints
4. Basak, S. P.(2012)-Human Resource Management: Text & Cases. New Delhi: Pearson

**FINANCIAL MANAGEMENT**  
**For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

**Goal:** To enable the students to acquire knowledge of Financial Management

**Objective:** On successful completion of this course, the students should have understood Finance Functions, Cost of capital, Capital structure,...  
Capital Budgeting, Working capital management,...

**UNIT - I (Theory only)**

Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximisation. Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt.

**UNIT - II (Theory only)**

Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

**UNIT - III (Theory only)**

Capital Structure - Factors influencing capital structure – optimal capital structure - Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy.

**UNIT - IV (Theory only)**

Working capital management: Working capital management - concepts - importance - Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Credit policies.

**UNIT - V (Problems only)**

Budgeting and preparation of various budgets (Problems in purchase, sales, production, cash and flexible budgets). Capital budgeting-meaning-objectives-preparation of various types capital budgeting.

(Theory carries 80% Marks, Problems carry 20% Marks)

**REFERENCE BOOKS**

1. P.V. Kulkarni - Financial Management
2. Khan and Jain - Financial Management - A Conceptual Approach
3. I. M. Pandey - Financial Management
4. S.N. Maheswari - Management Accounting

**TAXATION – LAW AND PRACTICE**  
**For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

Goal: To enable the students to acquire knowledge of principles of Taxation

Objective: On successful completion of this course, the students should have understood Principles of Direct and Indirect Taxes - Calculation of Tax, Tax Authorities, Procedures

**UNIT – I**

Direct Taxes at a Glance: Basic concepts of Income Tax —General Principles of Taxation, Distinction between direct and Indirect taxes — Important definitions under Income Tax Act, 1961– Residential Status & Basis of Charge – Income exempted from income tax – Heads of income.

**UNIT – II**

Computation of income under salary and house property. (Problems to be included).

**UNIT – III**

Computation of income under profits and gains of business - profession (problems be included).-- Income tax Authorities – duties and their powers.

**UNIT – IV**

Indirect taxes – Goods and Service Tax – Concept of Indirect Taxes at a glance: Background; Constitutional powers of taxation; Indirect taxes in India – An overview; Pre-GST tax structure and deficiencies; Administration of Indirect Taxation in India; Existing tax structure — Basics of Goods and Services Tax ‘GST’: Basics concept and overview of GST; Constitutional Framework of GST; GST Model – CGST / IGST / SGST / UTGST

**UNIT – V**

Basic concepts of Time and Value of Taxable Supply; Basics concept of Place of Taxable Supply — Input Tax Credit & Computation of GST Liability- Overview — Procedural Compliance under GST: Registration; Tax Invoice, Debit & Credit Note, Account and Record, Electronic way Bill; Return, Payment of Tax, Refund Procedures; Audit — Basic overview on Integrated Goods and Service Tax (IGST) — GST Council – Guiding principle of the GST Council – Functions of the GST Council.

Note: Theory and problems shall be distributed at 60% & 40% respectively.

**BOOKS RECOMMENDED**

V S Datey– Indirect Taxes - Law and Prctice (Taxmann's)

DrGirish Ahuja andDr Ravi Gupta – Practical Approach to Direct & Indirect Taxes

DrGirish Ahuja andDr Ravi Gupta – Systematic Approach to Taxation

S.R Myneni –Principles of Taxation & Tax Law Part 1

Bhagavathi Prasad - Income Tax Law & Practice

DingarePagare - Business Taxation

Balasubramanian - Business Taxation

**MANAGEMENT INFORMATION SYSTEM**  
**For BBA/BBA(CA)/BBA(RM)**

**Goal:** To enable the students to acquire knowledge of MIS

**Objective:** On successful completion of this course, the students should have understood Computer based information system

MIS support for the functions of management

**UNIT I**

Introduction to Information Systems - definition - features - steps in implementation of MIS - Need for information-information system for decision making- MIS as competitive advantages – MIS structures.

**UNIT II**

MIS - Strategic information system - MIS support for planning - organising - controlling - MIS for specific functions - personnel, finance, marketing, inventory and production. Data Base Management System Models - hierarchical -network – relational.

**UNIT III**

Computer Hardware - Description of electronic computers – CPU operations - Classification of computers - main - mini - workstations - micro computers - Super computers - personal computers. Computer Software - types of software - data representation in computers. Introduction to client-server.

**UNIT IV**

Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital scanners - voice input devices - sensors. Output devices - impact printers - non-impact printers - video display terminals - plotters - voice output devices. Secondary storage devices - magnetic disk, floppy, magnetic tape, optical disk storage – CD-ROM.

**UNIT V**

Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce - models B\_B and B\_C. EDI - EDI applications in business. Electronic payment cash, smart cards, and credit cards.

**REFERENCES**

Management Information System - Murdick and Ross

Management Information System- A contemporary perspective - Kenneth Laudon&

Jane Laudon

Management Information System - Gordon B Davis

Management Information System - James O brien

Computer applications in business - Subramanian K

## **WORLD RESOURCES**

**For BBA(IB)**

### **UNIT – I**

Geography of resources : Introduction to world geography – Definition, Importance – Scope – continents – Classifications – World and oceans.

### **UNIT – II**

Climatic zones – Time zones – Resources – Conservation of resources – Interlink between Resources and Trade.

### **UNIT – III**

Agricultural resources ; types of agriculture – Geographical distribution of rice, Wheat, Tea, Coffee, Cotton & Sugarcane, animal resources, dairy farming, fishing world fishing grounds.

### **UNIT – IV**

Mineral resources: Types, distribution of iron ore, bauxite, copper, Gold and manganese – Power resources : Production of coal, petroleum, natural gas, hydal and nuclear power.

### **UNIT – V**

Industrial resources: Locational factors – Distribution of Iron and Steel, Engineering, Ship building, Automobile, Textile & Clothing, paper and pulp industries, leather, major industrial regions of the world – Aircraft and Electronic Industries.

### **BOOKS RECOMMENDED**

1. Economic and commercial geography - K.K.Khana& V.K. Gupta
2. An appraisal of resources - S.K. Sadhukhan
3. Economic geography - J.W. Alexander
4. Geography of resources - Dr.B.S. Negikedanath&Ramnath

**Financial Accounting Package – Tally**  
**For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

Following is the broad guideline to take financial accounting task digitally using the licensed software. Utmost care need to be given with proper examples and with sufficient hypothetical entries. Question paper need to be designed for practical examination and to be sent to colleges. At the end of this practical course the learner is expected to have operational skills in doing financial accounting tasks using computer – creation, updating and reporting related tasks.

1. Create a new company – name and other relevant details and configure the company
2. Journalizing
3. Posting into ledger (with and without predefined groups)
4. Configuring, creating, displaying, altering and cancellation of Vouchers
5. Trail balance
6. Final accounts- trading account- profit and loss account and balance sheet
7. Final accounts with adjustments
8. Rectification off error
9. Show the cash, bank and other subsidiary books of the company.
10. Show the Day Book.
11. Integrate stock and inventory details (stock groups/ categories/measurement units)
12. Stock summary
13. Bank reconciliation statement
14. Enable VAT in Tally and VAT Computation & other statutory compliance capabilities
15. Integrate pay-roll system

Note

A detailed question paper (containing detailed problems) based on the above guidelines should be prepared and distributed for the purpose of examination.

Model questions (only two questions appended as a sample); Practical question paper need to set question papers bases on the above exercises with hypothetical and real-life figures.

- 1) Create a Company as “Vasavi Industries Ltd.” in Tally with inventory management. Pass the following Entries :-
  - (i) Siva started “Vasavi Industries Ltd.” by bringing Capital Rs.3,00,000/- Cash.
  - (ii) He deposited Rs.1,00,000/- cash at ICICI bank.
  - (iii) He paid electricity bill for Rs.1,200/- by cash.
  - (iv) He withdrawn Rs.10,000/- cash for his personal use.
  - (v) He purchased the following item from Computer Lab. Ltd. on credit with 4% Vat rate.
    - (a) Computer - 10 Nos. - @20000/- each
    - (vi) He sold the following item to Somnath Traders in cash with 4% Vat rate. (a) Computer - 5 Nos. - @27500/- each
    - (vii) He received Rs.6,000/- as commission from Rohit by cash.

(viii) He paid House Rent for Rs.5,000/- by cash.

(ix) He withdrawn Rs.25,000/- cash from ICICI Bank.

(x) He purchased furniture for Rs.25,000/- by cash for office use.

- Show the Trial Balance and Balance Sheet of “Vasavi Industries Ltd.”
- Show the Vat Computation report of the above company.
- Show the Cash Book & Bank Book of the company.
- Show the Day Book.

2) From the following prepare accounts in Tally.

Balance sheet of Dream Home Appliances as on 1-1-2011

Capital 10, 00,000

Reserves 600,000

Creditors:

Bismi Ltd. Bill no P/100,

28-12-10 – 30 days credit 2,00,000

Total 18, 00,000

Land and Building 5,00,000

Furniture and Equipments 2,00,000

Stock:- 10 Refrigerators @ Rs 8000 (LG) 80,000

Washing machine:

5 semi automatic (LG) @ 7000 35000

5 fully automatic (LG) @ 14000 70,000

10 T.V sets sony @ Rs 10,000 100,000

Debtors: (Both 45 days credit)

KEEN Bill No. S/ 1001 dt. 30/12/10 50,000

Best Home Bill No.S/ 2010 dt. 22/12/10 60,000

Bank current account with SBT 600,000

Cash in hand 105,000

Total 18, 00,000

Create company with address - Cochin-5

Income Tax No. PNR/ 1234000 N

VAT TIN no. K GST/ L50006

Inter state sales tax no. I/L1001

Provide other assumed details for the company

5/1/11 Purchased for cash :-

3 Refrigerators @ Rs 9500 from a stockistvizKottayam Home Appliances and issued a cheque

VAT paid-12.5% and carriages-Rs 750 for the above purchase.

10/1 /11Sales made on credit:-

QRS 5 Fridges @ Rs 11,500 S/ 1100 - 30 days credit. at 2% discount, VAT 12.5%.

Show Trial Balance, List of vouchers, P&L Account, Balance sheet with percentages and VATcomputation report



## **COST AND MANAGEMENT ACCOUNTING**

**For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

**Goal:** To enable the students to acquire knowledge of Accounting for managerial decisions

**Objective:** On successful completion of this course, the students should have understood Cost sheet, Material issues, Labour cost...  
Financial statement analysis, Budgeting,..

### **UNIT I (Theory questions only)**

Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-distinction between cost, management and financial accounting  
- Elements of cost-cost concepts and costs classification.

### **UNIT II (Problems and theory questions)**

Preparation of cost sheet-stores control- ECQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST, STANDARD PRICE-methods -labour cost-remuneration and incentives.

### **UNIT III (Problems only)**

Financial statement Analysis - preparation of comparative and common size statements - analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison.

### **UNIT IV (Problems only)**

Fund flow analysis-cash flow analysis (problems only)

### **UNIT V (Problems and theory questions)**

Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis.

(Theory carries 20 marks and problems carry 80 marks)

### **REFERENCE BOOKS:**

1. Jain and Narang - Costing
2. Nigam and Sharma - Cost accounting
3. RK Sharna& K. Gupta - Management Accounting
4. S.N.Maheswari - Management Accounting

**RESEARCH METHODS FOR MANAGEMENT**  
**For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

**Goal:** To enable the students to acquire knowledge of Research

**Objective:** On successful completion of this course, the students should have understood

- Research methods and sampling techniques
- Analysis and interpretation of data, Application of research

**UNIT -I**

Research - Definition - Importance - Advantages and Limitations. The research process - problem identification - Design of research - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors.

**UNIT -II**

Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data - Attitude measurement of scaling technique - Editing, Coding, Tabulation.

**UNIT -III**

Statistical Data Analysis - Hypothesis - its sources - formulation and testing of Hypothesis - Z test, T test - Chi-square test (Simple Problems Only)

**UNIT -IV**

Interpretation and report writing - steps in writing reports - layout of report, types, and principles of report writing - Graphical representation of results.

**UNIT -V**

Application of research: Product research - Price research - Motivation research - Promotion research – Distribution research - Sales control research - Media research.

**TEXT BOOKS:**

1. C.R. Kothari : Research Methodology.

**REFERENCE BOOKS:**

1. Boyd and Westfall : Marketing Research
2. Gown M.C. : Marketing Research
3. Green Paul and Tall : Marketing Research

## **ADVERTISING AND SALES PROMOTION**

### **For BBA/BBA(CA)**

**Goal:** To enable the students to acquire knowledge of sales promotional measures

**Objective:** On successful completion of this course, the students should have understood Advertising, Ad media, Ad agencies, Sales force management, promotional strategies...

#### **UNIT - I**

Advertising: Meaning-importance-objectives-media-forms of media-press Newspaper trade journal-Magazines-out door advertising-poster-banners - neon signs, publicity literature booklets, folders, house organs-direct mail advertising-cinema and theatre programme-radio and television advertising-exhibition-trade fair-transportation advertising.

#### **UNIT II**

Advertising agencies-advertising budget-advertising appeals - advertising organisation-social effects of advertising-advertising copy - objectives-essentials - types-elements of copy writing: Headlines, body copy - illustration-catch phrases and slogans-identification marks.

#### **UNIT III**

Advertising layout- functions-design of layout-typography printing process-lithography-printing plates and reproduction paper, and cloth- size of advertising-repeat advertising-advertising campaign- steps in campaign planning.

#### **UNIT IV**

Sales force Management-Importance-sales force decision-sales force size-recruitment & selection-training-methods-motivating salesman Controlling - compensation & incentives-fixing sales territories-quota - Evaluation.

#### **UNIT V**

Sales promotion: Meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: advertising -techniques of sale promotion-consumer and dealers promotion. After sales service-packing – guarantee - Personal selling-Objectives - Salesmanship-Process of personal selling-types of salesman.

#### **REFERENCE BOOKS:**

1. Bolen J.H.        Advertising
2. Sontakk C.N.    Advertising and Sales Management
3. Davar S.K.      Salesmanship and advertising
4. Baranikumar,    Advertising and Sales Promotion.

## **BUSINESS CORRESPONDENCE**

**For BBA/BBA(CA)**

**Course Objective:**

The student will compose, produce, and present effective business documents appropriate to meet industry standards; apply critical evaluation techniques to business documents; and demonstrate the importance of coherent, ethical communication principles in business and industry.

The various learning outcomes are:

1. Review and refine communications skills. 2. Learn and apply effective written communication techniques. 3. Determine and use proper psychological approach in writing situations. 4. Complete employment communications. 5. Explore the world of work.

### **Unit – I**

**Individual Communication:** Resume preparation – general and job-specific; cover letter preparing; soft-copy forms with neat formatting; Scanning and placing of photo;

**Modern e-forms of Communication:** Fax – E-mail – Video Conferencing – Websites and their uses in business – language for email letters – social media communications (blogs & twitter—posting tweets, face-book, LinkedIn Groups (platform specific best practices)

### **Unit – II**

**Trade Letters:** Letters of Inquiry – placement of orders – Delivery and its status – Letters of Complaints, Claims – Adjustments –Credit and Status Enquiry – Collection letter

**Inter-office correspondence** – Memorandum – Office orders – circulars; Report writing for Business purposes

### **Unit – III**

**Report writing:** Meaning – Need –Formatting the report elements such as title, abstract, summary, introduction, body, conclusion, recommendations, references and appendices – Types of report – Features of a well-written report.

**Effective writing:** Business Vocabulary -- Bringing learners up to date with the language they need for business today, provides practice in using the new language, and also reflects recent developments in technology and business practice. Review basic grammar, punctuation, capitalization, number usage.

### **Unit – IV**

**Correspondence of a Company Secretary:** Secretary Notice, Agenda and Minutes—types—contents—guidelines—Minutes of statutory meeting—Board meeting—Annual General Meeting —Alteration of minutes—Minutes of Joint consultative meeting – Correspondence with Directors and Shareholders.

**Internal communications strategy:** company newsletters – circulars – Appreciation memos – reprimanding strictures – Empowering employees – employee engagement.

## **Unit – V**

**General Correspondence:** Letters under Right to Information (RTI) Act – General complaints and petitions for public utilities – Letters to the editor of newspapers – Other general aspects related to practical letter writing

Note [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory. They should, instead, be tested by giving situations in order to write the appropriate letter by comprehending the given situation]

### **Reference Books**

Ashley, A – A Handbook Of Commercial Correspondence, Oxford University Press (1992).

Brian M. H. Robinson, Vidya S. Netrakanti & Dr. Hari V. Shintre. Communicative Competence in Business English. Orient Longman, 2007.

K. K. Ramachandran, K. K. Lakshmi, K. K. Karthick & M. Krishnakumar. Business Communication. Macmillan, 2007

## **INSURANCE PRINCIPLES AND PRACTICE**

**For BBA/BBA(CA)(Elective)**

**Goal:** To enable the students to acquire knowledge of Insurance Business

**Objective:** On successful completion of this course, the students should have understood  
Principles of Insurance

Life Insurance and General Insurance business in India

### **UNIT-I**

Defining Risk and Uncertainty - Classification of risk - Management of risk – loss minimization techniques. Insurance - Meaning, nature and significance of Insurance, Insurance market, principles of insurance; Evaluation insurance business in India; Insurance Regulatory Development Authority (IRDA) – Recent Developments in the Insurance sector.

### **UNIT-II**

**Life Insurance** - Law relating to life Insurance; General Principles of Life Insurance Contract - different products offered by life insurers- Premiums and bonuses - Assignment, Nomination and Surrender of policy - Policy claims; ULIPs; Postal Life Insurance; LIC - Role and functions.

### **UNIT-III**

**General Insurance** - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance; Proposal form- Cover notes – Endorsement – Co- insurance. Underwriting policy; Role of Actuary; Renewal procedure; Claims – Surveyors and loss assessors. **Reinsurance** - Function of General Insurance Corporation of India.

### **UNIT-IV**

**Fire insurance** - various types of fire policy ; coverages; subrogation; double insurance; contribution; proximate cause; claims of recovery.

**Marine Insurance** - Law relating to marine insurance; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.

#### **UNIT-V**

**Miscellaneous Coverages - Motor Insurance** - Liability only policy - Package policy. Nature, terms and conditions of **Health Insurance** - Personal Accident insurance - Burglary insurance - Legal Liability insurance- Engineering insurance - Rural insurances - Micro insurance.

#### **TEXT BOOK**

M.N.Mishra : Insurance Principles and Practices

#### **Reference Books**

Kothari &Bahl : Principles and Practices of Insurance

Karam Pal, B.S.Bodla&M.C.Garg: Insurance Management –Principles and Practices

Davis . W. Gregg : Life and Health insurance handbook

John Magee & David Bicklhaup: General Insurance

Insurance Institute of India – Study Materials IC 01, 02 & 11.

## **INTERNET AND WEB PAGE DESIGN (Theory)**

**For BBA(CA)**

#### **UNIT – I**

Internet basics – Internet Address – Domain names – Browsers – search Engine – Connecting to the internet – installing and configuring a modem – creating a connection profile – changing the default connection.

#### **UNIT – II**

Working with E-Mail – running an email program – sending , reading , replying deleting and exiting mail – sending files via email - attaching a signature – managing an address book.

#### **UNIT – III**

Introduction to HTML - information file creation – web server – web client / browser - HTML – commands – title – footer – paragraph breaks – line breaks – headin style – spacing – centering – Font size and color.

#### **UNIT – IV**

List – Types of list – Adding graphics to HTML document – Using width, height , alignment and alternative attributes – tables – header rows – data rows – caption tags – cell spacing - BG color – rows span – cplspan attributes – Links – internal and external document reference – Images as hyper links.

## **UNIT – V**

Introduction to DHTML - cascading style sheets – color and background attributes – text attributes – border attributes – marginal related attributes – list attributes – class – external style sheet.

1. (Unit 1,2) - Internet compete

Maureen Adams, Sherry Bonelli

BPB Publications – 1998.

2. (Unit 3,4,5) - Web enabled commercial application development using HTML,DHTML , Java Script , Perl CGI.

Ivan Bayross

BPB Publications – 2000.

## **INTERNET AND WEB PAGE DESIGN PROGRAMMING LABORATOERY**

**(Practical)**

**For BBA(CA)**

### List of Programs

- 1 Install a modem in your system.
- 2 connect internet using an account in you system.
- 3 search a particular topic in using internet search engines.
- 4 Create a new mail id using any available service providers.
- 5 Send an email to another person's email id.
- 6 Send an email to more than one users at the same time.
- 7 Send an email to a person with an attachment.
- 8 Send a greeting to a person using internet.
- 9 Develop a HTML page to check username and password.
- 10 Develop a HTML page to add and remove item from list box.
- 11 Develop a HTML page to link other web page.
- 12 Develop a HTML page to scroll text from left to right.
- 13 Develop a HTML page to display an advertisement.
- 14 Develop a static HTML page for a college information.
- 15 Develop a HTML page to input information to create a mail id.
- 16 Develop a HTML page to conduct auction.

### **The following programs based on database.**

- 17 Develop a HTML page to input student information.
- 18 Develop a HTML page to display student results for a given roll number.
- 19 Develop a DHTML page to sale a product to users.
- 20 Develop a DHTML page to display product information for a given product id.

## **INTERNATIONAL MARKETING MANAGEMENT**

### **For BBA(IB)**

#### **UNIT - I**

International Marketing – Basic concepts – orientation- importance – Problems – International Vs domestic marketing global marketing – evolution of global marketing..

#### **UNIT - II**

Analyzing marketing opportunities – the marketing process – product planning.  
Analysing consumer markets and buyer behaviour – influencing buyer behaviour – the buying decision process – stages of the buying decision process.

#### **UNIT - III**

Dealing with the competition – competitive forces – identifying competitors – analyzing competitors - designing the competitive intelligence system – designing competitive strategies – balancing customer and competitor orientations.

#### **UNIT - IV**

Developing new market offering – Challenges in new product development – managing the development process – managing the development process – concept to strategy – development to commercialization – the consumer adoption process. Setting the product and branding strategy  
– the product and the product mix-product line decisions – brand decisions – packaging and labeling.

#### **UNIT - V**

Developing price strategies and programs – setting the price – adapting the price.  
Managing advertising-developing and managing an advertising program – deciding on media – sales promotional – direct marketing.

#### **REFERENCE BOOKS:**

1. Marketing Management – Philip Kotler (Eleventh edition)
2. Global Marketing Management – Warren J Keegan
3. Export Marketing – Jacob Cherian & B.Parab.
4. Global Marketing Management – Masaaki Kotabe & Krishnan Helsen (II-Edition)
5. International Marketing – Philio R Cateora
6. International Marketing Management – Dr.Varma & Aggrawal.



## **INTERNATIONAL STRATEGIC MANAGEMENT**

### **For /BBA(IB)**

#### **UNIT – I**

International Strategic Management – Distinguishing Characteristics of international Strategic Management - Difference between international Strategic Management and Domestic Strategic Management.

#### **UNIT – II**

Corporate Strategies – Mission – Vision – Analyzing industry and competition – Internal appraisal of the firm – Competitive advantage – Core competence – Internal analysis – Turnaround.

#### **UNIT – III**

Portfolio Analysis –Process of strategic choice- focusing in strategic alternatives – GAP Analysis – Selection Factors – Corporate portfolio analysis – BCG Matrix – Limitations of BCG Matrix – GE Nine cell matrix – SWOT analysis.

#### **UNIT – IV**

Strategy implementation – Concept of strategy implementation – steps in strategy implementation – Factors causing unsuccessful implementation of Strategy – Organization structure for strategy implementation – Forms of organization structure - relating structure to strategy.

#### **UNIT – V**

Strategy evaluation and control – Requirements for effective evaluation – Strategic control –Types of strategic Control – Process of evaluation – Setting Performance standards – Evaluation techniques for strategic control.

#### **BOOKS RECOMMENDED**

International Strategic Management, R.M. Srivastava, Himalaya Publishing House, Bombay

Strategic Planning formulation of Corporate Strategy Text & Cases, V.S. Ramasamy, S. Namakumari, Macmillan India Ltd., New Delhi.

Strategic Management, Francis Cherunillam, Himalaya Publishing House, Bombay.

Business policy & Strategy, LM Prasad, Sultan Chand Co., New Delhi.

Corporate Strategic Management, RM Srivastava&Divya, Nigam Pragatiprakashan, Meerut.

Business Policy & strategic management, Agarwal, Ban erjeed Nair, PragatiPrakashan, Meerut.

**RETAIL SUPPLY CHAIN MANAGEMENT**  
**For BBA(RM)**

**UNIT I :**

Supply chain management-meaning, definition, need and evolution-traditional and modern approaches to SCM-key issues in SCM-phases of SCM-SCM and its relation to other departments in the organization.

**UNIT II :**

Operations management in SCM: Type of manufacturing systems-lean manufacturing - mass customization - outsourcing-service operations management - managing supply and demand.

**UNIT III:**

Procurement for supply chain: Type of purchases-inventory models-inventory counting systems-universal bar code-materials requirement planning-just in time and vendor management inventory.

**UNIT IV:**

Logistics management: Elements of logistics management-supply chain integration-innovations in SCM-retail logistics-distribution management and strategies-transportation management-warehousing and warehouse management systems-packaging for logistics-third party logistics-GPS and GIS technologies.

**UNIT V:**

Global issues in SCM: Forces behind globalization-world class SCM-world class demand management (WCDM)-world class logistics management (WCLM).

**TEXT BOOKS:**

Rahul V Alterkar-Supply Chain Management-Concepts and Cases, Prentice Hall of India, 2005.

**REFERENCE BOOKS:**

David Simchi Levi, Philip Kaminsky and Edith Simchi Levi-Managing the Supply Chain-The Definitive Guide, Tata McGraw Hill, 2004.

Burt, Dobler and Starling-World Class Supply Management-The Key to SCM. Tata-McGraw Hill, Seventh Edition, 2006.

Christopher Ryan, High Performance Interactive Marketing, Viva Books Ltd. 2003.

## **RETAIL OPERATIONS, SYSTEMS AND INVENTORY** **For BBA(RM)**

### **UNIT I**

Choosing a Store Location: Importance of location to a retailer – Trading Area Analysis regional Analysis” – Characteristics of the trading areas

### **UNIT II**

Site selection: Actual site analysis and selection – Choice of a general location – characteristics of the available site – Retail store layout – the circulation plan – space mix and effective retail space management – Floor space management

### **UNIT III**

Operations Management: Operating a retail business – operations Blueprint – store maintenance, Energy management and renovations – Inventory management – store security – Insurance – Credit management – Computerisation – Outsourcing – Crisis Management

### **UNIT IV**

Evaluating a retail operation: Store operating parameters – Using the strategic resource model in retailing – designing a performance programme

### **UNIT V**

Retail Inventory: Inventory Planning – Return on inventory investments and stock turnover – Inventory Management – Physical and perpetual inventory systems – retail method of inventory valuation.

### **TEXT BOOK**

James R Ogden and Denise T Ogden – Integrated Retail Management, Biztantra, 2005

### **REFERENCE BOOK**

Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition. 2004

SwapnaPradhan – Retailing Management : Text and Cases – Tata McGraw Hill Publishing Company Ltd., 2004

**STRATEGIC MANAGEMENT**  
**Elective: For BBA(CA)/BBA(RM)**

**UNIT-I**

Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy, Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit.

**UNIT-II**

Strategic Formulation: Corporate Mission: Need –Formulation, Objectives: Classification- Guidelines, Goals: Features- Types, Environmental Scanning- Need- Approaches- SWOT analysis-ETOP-Value chain analysis.

**UNIT-III**

Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.

**UNIT-IV**

Strategic Implementation: Role of top management-Process- Approaches, Resource allocation-Factors -Approaches, Mckinsey's 7's framework, Strategic Positioning- Four routes to competitive advantage.

**UNIT-V**

Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems.

**Reference Books:**

- Strategic Management- Francis Cherunillam-Himalaya Publishing House.
- Strategic Planning and Management- P.K.Ghosh-Sultan Chand & Sons, 2000.
- Strategic Planning-Formulation of corporate strategy,-V.S.Ramaswamy&S.Namakumai, Macmillan Business Books, 2001.

**MODERN OFFICE MANAGEMENT**  
**Elective: For BBA/BBA(CA)**

**Unit –I**

**Office Management and organization**

Basic concepts of office – Importance – Functions – size of the office – office management – relations with other departments – scientific office management – office manager - principles of office organization – types / systems of organization – charts – centralization Vs. decentralization.

**Unit- II**

**Office Environment & Communication**

Office location – characteristics / Qualities of office building – Environment – Physical – hazards in office safty – security – secrecy – communication – meaning – essential features – classification – barriers to communication.

**Unit –III**

**Office correspondence & Record management**

Centralized Vs Departmental correspondence – depart mental typing and typing pools – classification of records – principles of record keeping – filling – methods.

**Unit –IV**

**Office systems & Procedures**

Systems – procedure – Advantages – Characteristics of sound office system& procedures – work simplification – principles – kinds of reports.

**Unit –V**

**Office Personnel relations**

Personnel management – definitions – functions –office committees- employee morale – productivity – Employee welfare – grievances – work measurement – control of office work.

**Reference Books:**

1. Modern office management – Dr. I.M.SAHAI –SathiyaBhawan Agra
2. Office organization And Management – S.P Arora – Vikas publishing House Pvt Ltd.

## **COMPANY LAW AND SECRETARIAL PRACTICE**

### **Elective: For BBA**

**Goal :** To enlighten the students' knowledge on Companies Act.

**Objectives :** After the successful completion of the course the student should have a through knowledge on Formation of Company, Documents required and Acts pertaining to it.

#### **UNIT-I**

Formation of Companies – promotion – Meaning – Promoters – their functions – Duties of Promoters – Incorporation – Meaning – certification of Incorporation – Memorandum of Association – Meaning – Purpose – Alteration of Memorandum – Doctrine of Ultravires – Articles of Association - Meaning – Forms – Contents – Alteration of Article – Relationship between Articles and Memorandum – Doctrine of Indoor Management – Exceptions to Doctrine of Indoor Management – Prospectus – Definitions – Contents – Deemed Prospectus – Misstatement in prospectus – Kinds of Shares and Debentures.

#### **UNIT-II**

Directors – Qualification and Disqualification of Directors – Appointment of Directors – Removal of Directors – Director's remuneration – Powers of Directors – Duties of Directors – Liabilities of Directors.

#### **UNIT-III**

Winding up – Meaning, Modes of Winding up – Compulsory Winding up by the court – voluntary Winding up – Types of Voluntary Winding up – members voluntary Winding up – Creditors voluntary Winding up – Winding up subject to supervision of the court – Consequences of Winding up(General).

#### **UNIT-IV**

Company Secretary – Who is a secretary – Types – Positions – Qualities – Qualifications – Appointments and Dismissals – Power – Rights – Duties – Liabilities of a Company Secretary – Role of a Company Secretary – (1) As a statutory officer, (2) As a Co-Coordinator, (3) As an Administrative Officer.

#### **UNIT-V**

Kinds of Company meetings – Board of Directors Meeting – Statutory meeting – Annual General meeting – Extra ordinary General meeting - Duties of a Company Secretary to all the company meetings – Drafting of Correspondence – Relating to the meetings – Notices – Agenda – Chairman's speech – Writing of Minutes.

#### **Books for reference:**

M.C.Shukla and S.S.Gulshan----Principles of Company Law----S.Chand& Co.,

M.C.Shukla and S.S.Gulshan---- S.Chand& Co.,

N.D.Kapoor----Company Law----Sultan Chand & Sons

M.C.Kuchhal---- Secretarial Practice----Vikas Publications

**CUSTOMER RELATIONSHIP MANAGEMENT**  
**ELECTIVE: For BBA/BBA(IB)/BBA(RM)**

**Subject Description:** This course presents the basics of Customer Relationship Management

**Goals:** To enable the students to learn the basics of Customer Relationship Management

**Objectives:** On successful completion of the course the students should have:

Understood Relationship Marketing

Learnt Sales Force Automation

Learnt Database Marketing

**UNIT – I**

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

**UNIT – II**

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

**UNIT – III**

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

**UNIT – IV**

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

**UNIT – V**

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

**REFERENCE BOOKS:**

S. Shajahan – Relationship Marketing – McGraw Hill, 1997

Paul Green Berg – CRM – Tata McGraw Hill, 2002

Philip Kotler, Marketing Management, Prentice Hall, 2005

Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

## **INTRODUCTION TO ERP** **Elective: For BBA(CA)**

**Aims:** The course shall provide an overview of Enterprise Resource Planning (ERP) software systems and their role within an organization. It shall also introduce key concepts integrated information systems and shall explain why such systems are valuable to businesses. It shall illustrate how fragmented information systems fail to support business decision and how integrated information systems shall help a company prosper by providing business managers with accurate, consistent, and current data.

### **UNIT I**

**ERP AND TECHNOLOGY:** Introduction to ERP Systems – Related Technologies – Origin and Need for an ERP System – Benefits of an ERP System – Reasons for the Growth of ERP Market – Business Intelligence – E-Commerce and E-Business – Business Process Reengineering – Data Warehousing – Data Mining – On-line Analytical Processing (OLAP) – Product life Cycle management – SCM – CRM

### **UNIT II**

**ERP IMPLEMENTATION:** ERP Transition Strategies – Implementation Challenges – Strategies – Life Cycle – Pre-implementation Tasks – Requirements Definition – Methodologies – Package selection – Project Teams – Process Definitions – Vendors and Consultants – Data Migration – Project management & Monitoring – Post Implementation Activities – Implementation-Success and Failure Factors

### **UNIT III**

**ERP IN ACTION & BUSINESS MODULES:** Operation and Maintenance – Performance – Maximizing the ERP System – Business Modules – Finance – Manufacturing – Human Capital Management – Plant maintenance – Materials Management – Quality management – Marketing – Sales, Distribution and service.

### **UNIT IV**

**ERP MARKET:** Marketplace – Market Snapshot—Dynamics – SAP AG – Oracle – PeopleSoft – JD Edwards – QAD Inc – System Software Associates (SSA) Global – Lawson Software – Epicor..

### **UNIT V**

**ERP Applications:** Enterprise Application Integration – ERP and E-Business – ERP II – Total quality management – Future Directions – Trends in ERP -- Next generation ERP – Justifying ERP Investments

### **TEXT BOOKS:**

1. Mary Sumner, “Enterprise Resource Planning”, Pearson Education, 2007.
2. Alexis Leon, “ERP DEMYSTIFIED”, Tata McGraw Hill, Second Edition, 2008.
3. Alexis Leon, “Enterprise Resource Planning”, Tata McGraw-Hill, 2008.

### **REFERENCES:**

1. Jim Mazzullo, “SAP R/3 for Everyone”, Pearson, 2007.
2. Daniel E. O'Leary, “Enterprise Resource Planning Systems”, Cambridge University Press



## **INTERNATIONAL BUSINESS ENVIRONMENT**

### **Elective: For BBA(IB)**

#### **UNIT – I**

Environmental adjustment needs – Analysing the international marketing environment – Vital importance of continuous monitoring, adopting to the changing environment.

#### **UNIT – II**

The national physical endowment – Topography – Climate – The nature of Economic activity – Rostow's view. Infrastructure – Transportation. Energy – communication – Urbanisation – Tax structure, Inflation foreign investment.

#### **UNIT – III**

Cultural environment: Material culture – language – Aesthetics – design, colour, music, brand names – educational – religious – Attitudes and values – Eastern Vs Western Culture.

#### **UNIT – IV**

Legal environment – Bases for legal system – Jurisdiction International Legal disputes – International dispute resolution crime, Corruption and law – Commercial law within countries – Impact on International law on Business of human Rights.

#### **UNIT – V**

Fundamentals of environmental protection and economics – Environmental problems, air, water pollution – forests – land use – Environmental policy : Basic approach – Regulation – Distributive effects – International policy – India's policy and the relevant constitutional provisions – law of environment – protection in India.

#### **BOOKS FOR REFERENCE:**

1. International Marketing : Onkvist& Shaw
2. International Marketing : Philip R. Careora
3. Environmental Economics : M. Karpagam
4. Environmental Pollution : Katyal, Timmy &Satake.

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**Elective: For BBA(IB)**

**UNIT- I**

Introduction to logistics – Business logistics – marketing logistics – objectives – importance – logistics and customer services – physical supply and distribution – elements and evolution of purchasing and integrated logistics – Integrated logistical activities – strategic integrated logistics management.

**UNIT - II**

Transportation – types – transportation decision making service selection – sea transport, Air, Courier, road and pipe lines – infrastructure – vehicle routing and scheduling – MTO / Intermodal transportation – regulation.

**UNIT – III**

Warehousing – concepts & development – types – operations location analysis –storage – need – functionality and principles – materials handling considerations – packaging – perspectives – purposes – functions – design and costs –Traffic inventory management models – pull and push methods – EOQ – assumptions –policies and control – methods of improved inventory management.

**UNIT – IV**

Logistics information system – system design – Information functionality and principles of information architecture – application of new information technology – EDI standards.

**UNIT – V**

Future management of logistics – logistics and outsourcing – Benefits – third party logistics – value added services – reverse logistics.

**BOOKS RECOMMENDED**

1. Physical Distribution - K.K. Khanna
2. Sales and Distribution Management - S.L. Gupta
3. Logistics management - Vinod V. Sople
4. Logistical management - BowersoxCloss

**FRANCHISE OPERATIONS MANAGEMENT**  
**Elective: For BBA(RM)**

**Course Objectives:** a) Determine critical success factors for managing a franchise, b) Leverage emerging trends in the franchise industry, and c) Gain insight and analytical skills required to succeed in franchising

**UNIT 1:**

Building Blocks of Franchising – What is franchising – Economic Impact –The Franchise Business Concept: When to Use Franchising -- Types of franchising – A Global Perspective– Strategic Franchise Structures – The Economic Impact of Franchising – International Franchise Overview

**UNIT 2:**

Managing Franchise Business – Threshold Business Issues – The Feasibility of Franchising -- Steps involved in preparing for franchising – Advantages and Disadvantages to Franchisor & Franchisee – Elements of a Successful System – Marketing & Promotion – Trade name sharing

**UNIT 3:**

Choosing Franchisees: What’s the Right Profile? – Sources of Revenue – Trends in franchising – Multiple unit franchising – Key Franchising Policies -- Recruiting, Selecting, and Managing Franchisees – Understanding Chain Organizations – HR in Franchise Businesses – The Terminology of Franchising

**UNIT 4:**

Criteria to evaluate a franchise by a franchisor – Franchise Disclose Agreement – Benefits of Brand name – The Future of Franchising – The Franchise Business Plan & Market Process – Running a Franchise –Marketing & Managing a Franchise -- Franchise Support – Protecting & Financing a Franchise -- Franchisor Business Plan –

**UNIT 5:**

Legal and Taxation Aspects – Infrastructure/Services Provided – Profit Pie to Share – Multi-Level Franchising – Company Owned Stores -- Multi-Concept Franchises – Market Development/Encroachment – The Financial Position – Finance Sources and Assistance -- Starting the Operation – Operations Manual and Contract

**Recommended Course Materials**

Norman, (2006). Franchising. USA: Kaplan Publishing.

Bisio,R. (2011). The Educated Franchisee . Bascom Hill Publishing

Fairbourne, J. Gibson, S.W., Micro Franchising: Creating wealth at the bottom of the Pyramid. Edward Elgar Publishing

Ferrell O, et al., (2006). Business: A Changing World (5<sup>th</sup>ed). New York: McGrawHill/Irwin.

Shane,S. (2005). From Ice-Cream to the Internet: Using Franchising to drive the growth and profits of your company – Prentice - Hall.

**BRAND MANAGEMENT**  
**Elective: For BBA(RM)**

**UNIT I :**

**Brand-history** of branding-importance of branding-strategic brand management process-brand image-branding challenges and opportunities.

**UNIT II :**

Brand positioning-brand equity-sources-building a strong brand-brand building implications-identifying brand positioning-positioning guidelines-defining brand values-internal branding.

**UNIT III:**

Planning and implementing brand marketing-choosing brand elements-criteria-options and tactics for brand elements-new perspective on marketing-co-branding-guidelines-licensing guidelines.

**UNIT IV:**

Measuring and interpreting brand performance-brand value chain-brand tracking studies-establishing effective brand equity management systems-capturing market performance-comparative methods.

**UNIT V:**

Implementing brand strategies-brand product matrix-breadth and depth of branding strategy-brand hierarchy-designing a long term brand strategy-brand extensions-advantages and disadvantages-reinforcing brands-adjusting brand portfolios.

**TEXT BOOKS:**

Kelvin Lane Keller-Strategic Brand Management-Prentice Hall India, 2003.

**REFERENCE BOOKS:**

Jean Noel Kapferer-Strategic Brand Management, Prentice Hall, 2004.

Micheal Moon And DovaMillison-Building Brand Loyalty In the Internet Age, Tat McGraw Hill, 2000.

Ajay Kumar-Brand Management Text and Cases-India Book Distributors, 2000.

## **ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

**For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

Learning Outcomes – Upon successful completion of this course, you will be able to:

- analyze the entrepreneurial process through which business ideas are evaluated;
- identify the characteristics of successful entrepreneurs;
- identify and describe strategies for supporting entrepreneurship;
- distinguish between business ideas and opportunities;
- explain how to write a formalized business plan, and perform this task;
- explain how to write a marketing plan, and perform this task;
- identify and describe team-building dynamics.

### **UNIT I**

Meaning of Entrepreneurship – characteristics, functions and types of entrepreneurship – Entrepreneurial Motivation – Need for Achievement Theory – Risk-taking Behaviour – Innovation and Entrepreneur – Role of entrepreneurship in economic development

### **UNIT II**

Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes – need – objectives – course contents - phases - evaluation. Institutional support to entrepreneurs.

### **UNIT III**

Introduction to Small Business: Evolution & Development– Meaning – concepts – categories – characteristics of small business – role, importance and responsibilities of small business. Business Ideas – Sources and incubating; Technical Assistance for small business – Preparation of Feasibility Reports, Legal Formalities and Documentation.

### **UNIT IV**

Business Plan – Outline – components – Marketing strategy for small business – Market Survey – Market Demands – Sales forecast – Competitive Analysis – The marketing plan – Marketing Assistance through governmental channels – Risk Analysis – Break even analysis

### **UNIT V**

Start-up costs – The financial Plan – Source of finance for new ventures – small business – Institutional finance supporting SSIs – Bounties to SSIs – Venture Capital – basic start-up problems.

#### **Recommended Books**

Entrepreneurial Development: S.S.Khanka

Entrepreneurial Development: C.B.Gupta& N.P. Srinivasan

Fundamentals of Entrepreneurship And Small Business Management Vasant Desai

Essentials of Entrepreneurship and Small Business Management, Norman M.

Scarborough, Jeffrey R. Cornwell

Take Me Home: The Inspiring Stories of 20 Entrepreneurs from Small Town India with Big-Time Dreams, Rashmi Bansal

## **INVESTMENT MANAGEMENT**

### **For BBA**

**Goal:** To enable the students to acquire knowledge of Investment management

**Objective:** On successful completion of this course, the students should have understood  
Investment avenues  
Security analysis,...

#### **UNIT I**

Concept of investment - importance. Features of Investment, Speculation - Forms of investment -Bank deposits, Post office schemes, Government Securities, Mutual fund schemes, Provident funds, Company deposits - Real estate, Gold & silver.

#### **UNIT II**

Investment Instruments-Capital market instruments, Money market instruments, Derivatives-Futures & Options. Shares –types &features. Debentures - nature & types. Primary market - Role of NIM, methods of floating new issues.

#### **UNIT III**

Secondary market-functions, Bombay Stock Exchange, National Stock Exchange – trading practices , security market indicators. Return - Risk – kinds. Role of SEBI.

#### **UNIT IV**

Security analysis- Fundamental analysis: economic, industry and company analysis.  
Technical  
Analysis, Dow Theory, types of Charts, important chart patterns.

#### **UNIT V**

Efficient Market theory. Random Walk Theory, weak form, semi strong form & strong form. Portfolio Analysis:  
Markowitz theory –Portfolio management

#### **REFERENCE BOOKS:**

1. Preethi Singh- Investment Management
2. Bhalla G.S-. Investment Management
3. Francis Cherunilam- Investment Management
4. Dr. Avadhani-Investment Management

## **SERVICES MARKETING** **For BBA/BBA(CA)**

**Objective:** Pure product-based firms too understand the value of intangible services embedded onto their products. The course aims at making students to understand and appreciate the growing importance of services in every organization.

**Unit I:** Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services

**Unit II:** Service marketing system — Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service pricing strategy — Services distributions — Employees' and Customers' Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing.

**Unit III:** Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services —

**Unit IV:** Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services

**Unit V:** Marketing the Financial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing.

### **Suggested Readings**

Lovelock – Services Marketing: People, Technology and Strategy (Pearson Education, 5th edition) 2001.

RajendraNargundkar – Services Marketing - McGraw Hill Edn (India) p ltd 3<sup>rd</sup>ed 2010

Harsh V. Verma – Service-Marketing: Text and Cases, 2/Ed 2011

Zeithaml VA – Services Marketing: Integrating Customer Focus Across the Firm - McGraw Hill Edn India 2013 6<sup>th</sup> ed.

Rama MohanaRao K – Services Marketing (Pearson Education). 2<sup>nd</sup>ed (2011).

GovindApte – Services Marketing 1<sup>st</sup> ed. 2004 - Oxford Univ. Press

R. Srinivasan – Services Marketing - The Indian Context, 3<sup>rd</sup> Ed.(2012) PHI Learning

## **RDBMS AND ORACLE PROGRAMMING**

### **For BBA(CA)**

#### **UNIT – I**

RDBMS-Data base Management System verses RDBMS –Normalization (1NF, 2NF, 3NF)-Introduction to Oracle-Data types-Data Definition Language – Creating, altering, dropping tables –Types of Keys.

#### **UNIT – II**

Data Manipulation Language— Insertions, updation, deletion and select command – Transaction control statements- commit, save point, roll back-.Constraints- Defining table and column constraints .

#### **UNIT – III**

Built-in-functions-single row functions-Character, number, date, conversion function-group functions-Grouping data-Having clause-Nesting group functions.

#### **UNIT – IV**

Joins– Types of joins-Set operators-. Views-Creating, removing and altering views Sequences-Creation, dropping sequence. Table Indexes.

#### **UNIT – V**

Fundamentals of PL/SQL- reserved words, user-defined identifiers- PL/SQL Block structure- Cursors-Implicit, Explicit cursors -Creating and using stored procedures and Functions. Triggers.

Reference Books :-

Nilesh Shah-Database systems using Oracle- A simplified guide to SQL and PL/SQL – Second edition-PHI Learning Private limited, New Delhi.

Ivan Bayross : SQL, PL/SQL – The Programming Language of Oracle, BPB Publications, New Delhi, 4<sup>th</sup> revised edition.2009.

#### **Reference Books :-**

Developing Personal Oracle for windows 95 Application – David Loctman.

Ivan Bayross – Commercial Application Development using Oracle Developer 2000.

Ivan Bayaross – Oracle – 7 the complete reference.



**RDBMS AND ORACLE PROGRAMMING – PRACTICAL**  
**For BBA(CA)**

List of Programs

- 1 Design a database for student information.
  - 2 Insert records for student database table.
  - 3 Alter a field size in the student database table.
  - 4 Delete a field in the student students database table.
  - 5 Select records with roll number, name, class, subject with all mark details.
  - 6 Prepare a list of all student who are having arrears.
  - 7 Find the percentage of marks of a student.
  - 8 Find the pass percentage of a subject in student database.
  - 9 Prepare semester mark sheet for a given student roll number.
  - 10 Design a database for employee information.
  - 11 Insert records for employee database table.
  - 12 Select records with employee id ,name,department, designation with all salary details.
  - 13 Prepare a list of employees who are getting net pay more than 10000.
  - 14 list all employees with total allowances and total deductions.
  - 15 List all employees with their net pay.
  - 16 Design a database for bank information.
  - 17 Insert records for bank database table.
  - 18 Create a view for an employee with their deposit information.
  - 19 Write a stored function to find net balance of a customer.
  - 20 Write a PL/SQL procedure to deposit amount to bank database.
-

## **FOREIGN EXCHANGE MANAGEMENT**

### **For BBA(IB)**

#### **UNIT - I**

Foreign Exchange markets-participants-settlement of transactions- functions of foreign Exchange market- Foreign currency accounts- determination of exchange rates-Foreign Exchange Management Act- Administration of foreign exchange.

#### **UNIT – II**

Foreign exchange transactions-spot, forward and swap transactions- exchange quotations-foreign exchange rates-basis-types of rates-buying and selling rates-cross rates.

#### **UNIT – III**

Forward exchange contracts - features -forward margin - factors determining forward margin-calculations - Inter bank deals - cover deals- trading.

#### **UNIT – IV**

Foreign exchange risk and exposure - types of exchange risk and exposure- internal techniques of exposure-external techniques of exposure.

#### **UNIT – V**

Pre-shipment finance - features- categories of pre-shipment finance pre-shipment credit in foreign currency - post-shipment credit finance features -categories.

#### **BOOKS RECOMMENDED**

Foreign exchange & Risk Management : C. Jeevanandam

International Financial : PrakashG.Apte

International Financial Management : V.K. Bhalla

International Financial Management : V. Sharan

International Financial Management : Eun / Resnick

Global Financial Markets : Ian H. Giddy.

## **FOREIGN TRADE PROCEDURE & DOCUMENTATION** **ForBBA(IB)**

### **UNIT- I**

Foreign trade policy 2004-2009 – Export licensing procedures and formalities –Export price Quotations – Deemed Exports – benefits – Categories of supply Role of Export Promotion in Export credits guarantee Corporation (ECGC) – Export promotion councils (EPCS) & commodity Boards (CB) – Export promotion schemes.

### **UNIT – II**

EOU scheme (Export Oriented Units) – Eligibility – Setting up EOUs – supplies by DATA (Domestic Tariff Area) Units to EOUs – Special Economic Zones (SEZ) scheme – Eligibility Approval – conditions – fiscal Incentives for developer of SEZ's – New status Holder Categorization – one to five star Export Houses – Free trade and Warehousing Zones.

### **UNIT – III**

Procedure for Registration of Importers- Categories of Importers – Importer Registration with regional licensing Authorities (IEC Number, I – card and modification of particulars) import of capital Goods under EPCG scheme (Export promotion capital Goods) – Duty Exemption / Remission scheme.

### **UNIT – IV**

General provisions for Imports – Financing Import – Foreign Exchange Facilities to Importers – Customer and Central Excise Duty Drawbacks in Export goods –Foreign Currency Accounts in India and Abroad permitted currencies and methods of payment- Customs formalities for clearance of Imports goods- Shipment of goods.

### **UNIT – V**

Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.

### **BOOKS RECOMMENDED :**

1. Foreign trade policy procedures and documents – M.I. Mahajan
2. 100% Export oriented unites special economic zones award procedure – S.M. Bhat Nagar
3. Import – M.I. Mahajan
4. Import Management – Nand Kishore sharmas
5. Import do it yourself – M.L. Mahajan
6. Export Management - Dr. Verma and Aggarwal
7. A guide on Export policy procedures and documentation – M.L. Mahajan

**RETAIL ADVERTISING AND PROMOTION**  
**For BBA(RM)**

**UNIT I :**

Advertising in retailing: Advertising principles-steps in planning a retail advertising campaign-advertising for the retail store.

**UNIT II :**

Media and copy decisions: Media objectives-planning and budgeting-advertising evaluation-creating and producing copy-copy testing.

**UNIT III:**

Retail promotional strategy: Promotional objectives, promotional budget, selecting the promotional mix, implementing the promotional mix.

**UNIT IV:**

Management of sales promotion: Role of sales promotion-types of sales promotion-evaluating sales promotion.

**UNIT V:**

Personal selling and publicity: Publicity and special events-role of personal selling in retailing-process in personal selling.

**TEXT BOOKS:**

Drake, Mary Frances and Spoone, Janice Ha-Retail Fashion Promotion and Advertising, Prentice Hall-Pearson, New Delhi, First Edition, 2003.

**REFERENCE BOOKS:**

Chunawalla Reddy, Appannaiah-An Introduction to Advertising and Marketing Research, Himalaya Publishing House, 2004.

Patrick M Dunne, Robert F. Lusch and David A. Griffith-Retailing, Thomson Asia Pvt. Ltd. 2002.

Gillespie, Hecht and Lebowitz-Retail Business Management, McGraw Hill Book Company, Third Edition, 2002.

Dr. Barani Kumar, Advertising & Sales Promotion. 2015

**CHANNEL MANAGEMENT**  
**For BBA(RM)**

**UNIT I :**

Marketing channels-structure, functions and relationships-meaning, need, importance and functions of marketing channels-emergence of marketing channel structure-primary and specialized participants-channel structure.

**UNIT II :**

Channel strategy and design-enterprise positioning-corporate strategy-customer, competitive and internal environmental analysis-channel objectives-product impact on marketing channel design-transaction cost analysis-analytical tools for evaluating alternative structures-evaluation of channel members-channel strategy-multiple channels.

**UNIT III:**

Channel development and marketing: Negotiations in marketing-negotiation strategy-channel negotiation process-leadership-vertical marketing system-conflict-types and resolution-macro

prospective of channel performance-measuring final performance-measuring customer satisfaction.

**UNIT IV:**

Issues in retail channel management: Channel dynamics-impact of information age-information systems and channel management-channel change and management-strategic issues in international retailing-need for distribution innovation.

**UNIT V:**

Channel institutions-retailing-non-store retailing-wholesaling-international distribution channels-channels of distribution for services.

Retail organizations-independent retailers-chain retailers-leased departments-franchises-integrated and consumer co-operatives.

**TEXT BOOKS:**

Donald J Powerson-Strategic Marketing Channels Management, McGraw Hill, 2002.

**REFERENCE BOOKS:**

Stren, El. Ansary, Cough man and Anderson-Marketing Channels, Prentice Hall of India-Sixth Edition, 2003.

Barry Berman and Joel R Evans-Retail Management-A strategic approach, prentice Hall of India, Tenth Edition, 2006.

Christopher Ryan, High Performance Interactive marketing, Viva Books Ltd 2003.

**BANKING LAW AND PRACTICE**  
**Elective: For BBA**

**Goal :** To enlighten the students' knowledge on Banking Regulation Acts.

**Objectives :** After the successful completion of the course the student should have a through knowledge on Indian Banking System and Acts pertaining to it.

**Unit – I**

Definition of banker and customer – Relationships between banker and customer – special feature of RBI, Banking regulation Act 1949. RBI credit control Measure – Secrecy of customer Account.

**Unit – II**

Opening of account – special types of customer – types of deposit – Bank Pass book – collection of banker – banker lien.

**Unit – III**

Cheque – features essentials of valid cheque – crossing – making and endorsement – payment of cheques statutory protection duties to paying banker and collective banker - refusal of payment cheques Duties holder & holder id due course.

**Unit – IV**

Loan and advances by commercial bank lending policies of commercial bank - Forms of securities – lien pledge hypothecation and advance against the documents of title to goods – mortgage.

**Unit – V**

Position of surety – Letter of credit – Bills and supply bill. Purchase and discounting bill Traveling cheque, credit card, Teller system.

**Books for Reference:**

1. Sundharam and Varshney, Banking theory Law & Practice, Sultan Chand & Sons., New Delhi.
2. Banking Regulation Act, 1949.
3. Reserve Bank of India, Report on currency and Finance 2003-2004.
4. Basu : Theory and Practice of Development Banking
5. Reddy & Appanniah : Banking Theory and Practice
6. Natarajan & Gordon : Banking Theory and Practice

**INDUSTRIAL RELATIONS AND LABOUR LAWS**  
**Elective :For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

**Objectives:**

On successful completion of this course, the students should have understood Legislations relating to Industrial Disputes and Labour welfare

**UNIT I**

Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

**UNIT II**

Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management.

**UNIT III**

Factories Act 1948 - The Workman's Compensation Act, 1923.

**UNIT IV**

The Industrial Disputes Act 1947 - The Trade Union Act, 1926.

**UNIT V**

The Payment of Wages Act,1936 - The Employee's State Insurance Act, 1948

**REFERENCES:**

Personnel Management & Industrial Relation -P.C.Tripathi

Dynamics of Personnel Management - C.B.Mamoria

B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws - Vijay Nicole Imprints Pvt. Ltd.

Essentials of Human Resource Management and Industrial Relations – P.SubbaraoHimalaya.

N.D. Kapoor - Mercandile Law - Sultanchand& Sons

R.Venkatapathy&AssissiMenachery - Industrial Relations &Labour Legislation - Aditya Publishers.

**INTELLECTUAL PROPERTY RIGHTS**  
**Elective: For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

**Objectives:**

On Successful Completion Of This Course, The Students Should Have Understood

- The Nature And Types Of Intellectual Property
- Patents, Trademarks, Copy Rights.

**Unit: IOVERVIEW OF INTELLECTUAL PROPERTY**

Introduction and the need for intellectual property right – IPR in India – Genesis and Development IPR in abroad Some important examples of IPR – Different Classifications – Important Principles Of IP Management – Commercialization of Intellectual Property Rights by Licensing – Intellectual Property Rights in the Cyber World.

**Unit: IIPATENTS :**

Introduction – Classification –Importance – Types Of Patent Applications In India – Patentable Invention – Inventions Not Patentable.

**Unit :IIITRADE MARKS**

Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – Guidelines For Registration of Trade Mark – Kinds of TM – Protection – Non Registrable Trademarks Industrial Designs – Need for Protection of Industrial Designs – Procedure for obtaining Design Protection.

**Unit :IVCOPY RIGHT**

Introduction to Copyright – Conceptual Basis – Copy Right And Related Rights – Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer – Infringement – Copyright pertaining to Software/Internet and other Digital media.

**Unit :VGeographical Indications and Plant Varieties & Farmers Rights:**

**GEOGRAPHICAL INDICATIONS:** Concept of Appellations of Origin, Indication of Source and Geographical Indication – What is a geographical indication? How is a geographical indication protected? Why protect geographical indications? Classical examples and its case study

**NEW PLANT VARIETIES:** Protection of Plant Varieties and Farmers' Rights, Authority and Registry – Why protect new varieties of plants? How can new plants be protected? What protection does the breeder get? How long do the breeder's rights last? How extensive is plant variety protection?

**Text Book:**

INTELLECTUAL PROPERTY RIGHTS Text and Cases  
DR.R. Radhakrishnan, DR.S.Balasubramanian

**Reference Books:**

INTELLECTUAL PROPERTY PATENTS, TRADE MARKS,  
AND COPY RIGHTS - Richard Stim



**CONSUMER BEHAVIOUR**  
**Elective: For BBA/BBA(IB)/BBA(RM)**

**Subject Description:** This course presents the basics of consumer behaviour

**Goals:** To enable the students to learn the basics of consumer behaviour

**Objectives:** On successful completion of the course the students should have:

Understood consumer motivation and perception

Learnt consumer learning and attitude

Learnt consumer decision making

**UNIT-I**

Introduction - Consumer Behaviour — definition - scope of consumer behaviour —  
Discipline of consumer behaviour — Customer Value Satisfaction — Retention —  
Marketing ethics.

**UNIT –II**

Consumer research — Paradigms — The process of consumer research - consumer  
motivation — dynamics — types — measurement of motives — consumer perception

**UNIT – III**

Consumer Learning — Behavioural learning theories — Measures of consumer learning  
— Consumer attitude — formation — Strategies for attitude change

**UNIT – IV**

Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross  
Cultural Customers Behaviour Strategies.

**UNIT-V**

Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer  
decision making — A Model of Consumer Decision Making

**REFERENCE BOOKS:**

Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice — Hall of  
India, Sixth Edition, 1998.

Paul Green Berg-Customer Relationship Management -Tata McGraw Hill , 2002

Barry Berman and Joel R Evans — Retail Management — A Strategic Approach-  
Prentice Hall of India, Tenth Edition, 2006

Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico  
Publishing House, Second Edition, 2004

## **VISUAL BASIC (Theory)** **For BBA(CA)(Elective)**

**Goal:** To enable the students to learn Visual programming in windows Environment.

**Objective:** On successful completion of this course, the students should have understood VB environment with tool bars, controls and components.

Programming steps

Declaring variables & arrays

Fundamentals of Graphics & Files

Data bases & SQL

### **UNIT- I**

Getting Started – Visual Basic environment – initial VB screen - single document interface - tool bars and systems control and components - use of file, edit , view , projects , format, Run and Debug, tools, window menu, properties window, procedures, image controls, text boxes, labels, navigating between controls, message controls, message boxes and grids.

### **UNIT – II**

Steps in programming – the code window – editing tools – statements in VB – Assignment – and property setting – variable, strings, numbers, constants, displaying information – controlling program flow- repeating operation – making decisions – GOTO – string function – RND functions – data and time functions – financial functions.

### **UNIT – III**

Control arrays - lists: one dimensional arrays – array with more than one dimension - using lists functions and procedures – passing by reference /passing by values - code module – global procedure and global variable – documents for users defined types with statements - common dialog box - MDI forms .

### **UNIT – IV**

Fundamentals of Graphics and files - screen – the line and shapes – graphics via codes, lines & boxes, Circle, ellipse, pie charts, curves, paint picture method – graph control - file commands - file system controls - sequential files – random access files - binary files .

### **UNIT – V**

Clip board, DDE, OLE, Data control – programming with data control – monitoring changes to the data bases – SQL basics – Data Base Objects.

### **REFERENCE BOOK:-**

1. Visual Basic 5 from the Ground Up - Gary cornell Tata McGraw hill Publishing

**FOREIGN TRADE LAWS**  
**Elective: For BBA(IB)**

**UNIT- I**

The nature of international law and the international legal system Role –enforcement – effectiveness – juridical basis – future – international law and national law – international private and public laws – legal framework of India’s Foreign Trade – Foreign Trade (Development & regulation) Act 1992.

**UNIT – II**

Law of contract – Elements – Classifications – offer and acceptance – rules as to offer and acceptance – communication of offer, acceptance and revocation –consideration – rules as to consideration – capacity to contract – free consent –legality of object – void agreements.

**UNIT – III**

Elements of export import contract – documents required in relation to export- import contract – Uniform law of international trade – International conventions –Carriage of goods by sea, air and over road - contract of Affreightments – sale of goods Act – conditions & warranties – transfer of property – performance of contract – right of an unpaid seller.

**UNIT – IV**

Technology import contracts – Technology policy and environment – selection and transfer issues – law for protection of intellectual property rights, copy right, patents, trademarks etc. FEMA- objectives, transactions.

**UNIT – V**

Marine Insurance – Meaning, need for marine insurance –The Marine Insurance Act 1969 – Marine Insurance policies – Insurance documents – Export (Quality control and inspection) Act 1963 – Institutional setup for quality control and inspection.

**BOOKS RECOMMENDED**

Mercantile Law, N.D. Kapoor

Mercantile Law, M.C. Kuchal

3.International Marketing analysis and strategy, SakOnkviset and Shaw.

New Exim Policy, Nabhis Publications.

## **SHIPPING AND PORT MANAGEMENT**

### **Elective: For BBA(IB)**

#### **UNIT – I**

Introduction to shipping - General structure of shipping industry – Characteristics - Liner and Tramp operations - Types of chartering - International shipping routes - Technological development in ocean transport

#### **UNIT – II**

Role of shipping intermediaries – shipping agents – clearing and forwarding agents – freight forwarders – freight brokers – CHAs – surveyors – stevedores – liners – opened and closed conference system – shipping freight rate structure and practices – meaning of ICD – procedures – problems and prospects – CFS – containerization – Types of containers - Benefits and constraints.

#### **UNIT – III**

Investment analysis in shipping – negotiating the sale of a ship. Bill of lading disputes – strategies for ship repair – maintenance and materials management in shipping.

#### **UNIT – IV**

Ports and harbour – classification - major and minor ports in India – regulatory framework in Indian port sector – port laws in India – shipping laws – port labour laws – privatization in Indian port sector.

#### **UNIT – V**

India's maritime trade – development of port sector in India – emerging context for port reforms economic liberalization and port sector – ports and globalization. Information Technology and Indian port sector.

#### **BOOKS RECOMMENDED**

1. Physical Distribution – K.K. Khanna
2. Shipping Management (Cases and Concepts), RaghuramAshopa, Batnagar Dixit, RamaniRao, Sinha.
3. The state and market in India's shipping, Nayar.

## **MANAGING CONSUMER SERVICES** **Elective: For BBA(RM)**

**Aims:** To prepare for enlightened management and to have creative entrepreneurial opportunities.. To develop an understanding of the "state of the art" of service management thinking.. To appreciate the organizational significance of managing the service encounters to achieve internal and external customer satisfaction.. To study "breakthrough" services in order to understand the operations of successful service firms..

### **UNIT I**

**The Customer Service Workplace:** What is Customer Service? – Winning Customer Service – Customers (complex and multi-dimensional) Revealed – Customer Expectations – The Challenges of Customer Service – Growth of services sector – Societal Factors Affecting Customer Service

### **UNIT II**

**The Customer Service Environment:** Contributing to the Service Culture – Problem Solving – Moving Forward with The Four P's – Traits of Outstanding Customer Reps – Measuring Customer Service – Defining a Service Culture – Empowerment – Customer Loyalty – Customer Influencers –

### **UNIT III**

**Customer Service Duties:** Communications in Customer Service – Teams & Leadership in Customer Service – Customer Service Teamwork – Company Culture – Customer-Friendly Systems – Assertive vs. Aggressive approaches – Encouraging Customer Loyalty – The Role of Trust & Customer Loyalty – Customer Relationship Management

### **UNIT IV**

**Customer Service Skillsets:** Customer Service and Behavior – Identifying Behavioral Styles – Communicating with Each Style – Marketplace – Coping with Challenging Customers – Customer Service via Technology – The Role of Technology in Customer Service – Call Centers/Help Desks – Tapping into Web-Based and Mobile Technologies – Customer Service via SMS, E-mail and the Internet

### **UNIT V**

**The Customer Service Profession:** Service Breakdowns and Service Recovery – Define Service Breakdown – Implementing a Service Recovery Strategy – Customer Retention and Measurement of Satisfaction –Enhancing Customer Satisfaction as a Strategy for Retaining Customers – Careers in Customer Service

### **TEXT BOOKS:**

1. Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 4th Ed., Irwin/McGraw-Hill, 2004.
2. Robert W Lucas, Customer Service, Skills for Success, 6<sup>th</sup> Edition

## **REFERENCES:**

1. Colin Shaw and John Ivens, Building Great Customer Experiences. ISBN 1403939497
2. Lovelock, Christopher and JochenWirtz (2011), Services Marketing – People, Technology, Strategy. 7th ed., Upper Saddle River, New Jersey: Prentice Hall.,

## **E-COMMERCE**

### **Elective: For BBA/BBA(CA)/BBA(IB)/BBA(RM)**

#### **UNIT – I**

Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of Ec – Managerial Issues- Benefits and Limitations of EC Retailing in EC :- Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

#### **UNIT – II**

Internet Consumers and market Research: - The consumer behavior model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behavior.

#### **UNIT – III**

Advertisement in EC :- Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet :- Architecture of Intranet and External :- Applications of Intranet and Extranet

#### **UNIT – IV**

Business – to – Business Electronic Commerce : Characteristics of B2B EC- Model– Procurement Management Using the Buyer’s Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System \_ The Role of S/W Agents in B2B – Electronic Marketing in B2B.

#### **UNIT –V**

Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.

#### **Reference Books :-**

EFRAIM TURBUN, JAE LEE, DAVID KING, H. MICHAEL CHUNG

“ELECTRONIC COMMERCE – A MANAGERIAL PERSPECTIVE ,

Pearson Education Asis – 2000.

**FINANCIAL SERVICES**  
**Elective: For BBA/BBA(CA)/BBA(IB)**

**Objectives:**

On successful completion of the course the students should have:

To learn the various financial services provided by NBFCs.

To understand the modes of raising capital from domestic and foreign market.

To evaluate feasibility of projects on hire purchase and leasing.

To study and understand mutual funds, venture capital, merges and appreciation along with other financial services.

**UNIT I**

Merchant Banking - Functions - Modes of raising capital from Domestic and foreign markets - Raising short term funds -Recent developments in the capital markets - SEBI guidelines on merchant banking in India. NBFCs in India.

**UNIT II**

Hire Purchase - Concept - evaluation of Hire Purchase Proposals. Leasing - Lease Accounting - Types of leases.

**UNIT III**

Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.

**UNIT IV**

Other financial services. Venture Capital - Bill Discounting - Factoring - credit rating - Asset securitization - Depositories.

**UNIT V**

Mergers and Acquisitions - SEBI code on Take-overs - Business Failures and reorganizations.

**REFERENCES :**

M.Y.Khan, Indian Financial Systems.

K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.

R.M.Srivastava, Indian Financial System.

Rajas Parashine and Ashok Kumar, Introduction to Lease Financing.

T.SundarRajan, Merchant Banking.

L.M.Bhole, Financial Institution & Markets.

HabelJ.Johnson, Financial Institution & Markets.

Dr.J.C.Verma, Mutual Funds & Investment Portfolio.

NaliniPravaTripathy, Financial Instruments and Services, Prentice Hall of India,  
New Delhi.

**GLOBAL BUSINESS MANAGEMENT**  
**ELECTIVE:ForBBA/BBA(IB)/BBA(RM)**

**UNIT -I**

Need and relevance-international trade – current pattern of India’s foreign trade and world trade-India’s trade-trends-composition-volume and direction-traditional and non traditional products-brief background of import trade-future.

**UNIT -II**

Indian institutional assistance for export promotion – export policy – features – policy measures – infrastructure set up and aids – expert promotion council – commodity boards – board of trade – trade development authority – FIFO, IIFT, Export inspection council, STC, Export houses.

**UNIT -III**

Export procedures-offer and receipt of confirmed orders – production – shipping and banking procedure – negotiation-documents for export trade –export incentives.

**UNIT -IV**

Export financing – procedure for pre-shipment finance-post shipment finance-terms of payment in international trade-letter of credit-features and types-medium and long term loans. ECGC-functions and policies.

**UNIT -V**

International agencies and agreement – IMF-World Bank – functions and features – WTO features-import policy features.

**Recommended Books:**

1. TAS Balagopal Export Management
2. Francis Cherunilam International Trade and Export Management
3. S K Varghese Foreign Exchange and Financing of Foreign Trade
4. Y R Ullal Export Management
5. P.Boominathan - Global business Management-Thakur Publishers



## **MULTIMEDIA**

**Elective: For BBA(CA)**

Goal: To learn about multiple media and their technologies .

Objective: To inculcate knowledge on media ,text , image , text , audio & video .

### **Unit-I :**

Introduction : multimedia presentation and production –characteristics of multimedia presentation – multiple media –utilities of sensory perception –hardware and software requirement . **D**igital representation: analog representation –waves – digital representation- need for digital representation .

### **Unit-II :**

Text: types of text – Unicode standard – font – insertion of text – text compression – file formats.

**Unit-III :** Image: Image type –seeing color- color modals –basis steps for image processing- scanner- digital camera – interface standards – specification of digital images.

### **Unit-IV :**

Audio: Introduction – acoustics – nature of sound wave –fundamental characteristics of sound – microphone- amplifier- loudspeakers – audio mixer-digital audio.

### **Unit-V :**

Video: Analog video camera – transmission of video signals- video signal formats – PC video – video recording formats and systems – video file formats and CODECs.

### **Text Book:**

1. Principles of Multimedia – **Ranjan Parekh, 2007, TMH.**

### **Reference Books:**

1. Multimedia : making it work – tay Vaughan,7<sup>th</sup> edition , TMH

2. Comdex multimedia and web design – vikasGupta,dreamtech paess.2007

**MERCHANDISING MANAGEMENT**  
**Elective: For BBA(RM)**

**Subject Description:** This course presents the basics of merchandising

**Goals:** To enable the students to learn the basics of merchandising management

**Objectives:** On successful completion of the course the students should have:

Understood merchandising planning

Learnt merchandise buying

Learnt visual merchandising

**UNIT-I**

Merchandising — meaning — concept — factors affecting merchandising function — merchandise manager functions — merchandise mix — components of merchandise management — merchandise strategies

**UNIT –II**

Merchandise Planning — steps involved — merchandise control — assortment planning — merchandising stages

**UNIT – III**

Merchandise buying — types — sources of supply — identifying and contracting - evaluating sources- branding strategies — category management

**UNIT –IV**

Merchandise performance — retail pricing — merchandise allocation — analyzing merchandise performance — methods.

**UNIT-V**

Visual Merchandising — types of display — display planning — methods of display — Window and interior display — space management — planning lay out

**REFERENCE BOOKS:**

Chetan Bajaj and Ranjith — Retail Management — Oxford University Press, Second Edition, 2005

Gillespie Hecht and Lebowitz — Retail Business Management, McGraw Hill Book Company, Third Edition, 2002

James ROgden, Denise T.Ogden - Integrated Retail Management, Wiley Pvt Ltd, 2005

Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004